

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLII. NEW YORK, JANUARY 7, 1903.

No. 1.

The year 1903 finds The Philadelphia Record at its best.



THE triumph of "The Record" idea—a first-class newspaper at one cent per copy—is strongly indicated in Philadelphia with the inauguration of the New Year; for, during 1902, the only remaining daily newspapers selling for two cents per copy were reduced in price to one cent.

As the pioneer penny paper, "The Philadelphia Record" still maintains its lead. The problem of successful growth upon the one-cent basis—a new one to some of its contemporaries—was long ago solved by "The Record." New outlets of progress therefore present themselves, and what it has achieved in the past "The Record" purposes to surpass in the future.

To help bring to the business interests of the country new prosperity in 1903; to serve the cause of municipal and State honor; to uphold its championship of public rights; to maintain its lead as the great home newspaper—these are a few details of "The Record's" NEW YEAR mission.

With a news service second to none, an editorial balance which has brought a fame of its own, and an advertising patronage which grows greater each season, "The Philadelphia Record" feels that it is reasonably safe in heralding the year 1903 as the greatest in its history.



No return copies of the country weekly—after being read by the family it's mailed to distant friends.

Every one of the 1,500 local country weeklies of the Atlantic Coast Lists has a following.

Readers are influenced by them as by no other publication. Catalogue-booklet free.

Half a cent a line a paper for transient advertising.

Quarter of a cent for yearly orders.

One electrotype only needed.

Sections of territory covered when all not wanted.

One inch one week \$94.50—one month \$336.

ATLANTIC COAST LISTS,

134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 20, 1893.

VOL. XLII.

NEW YORK, JANUARY 7, 1903.

NO. 1.

REACHING COUNTRY GRAIN BUYERS.

Some of the most distinctive grain brokerage advertising in the United States is that of Rosenbaum Brothers, 77 Board of Trade, Chicago. This firm is nearly a third of a century old, but in its advertising methods it is among the youngest and most progressive. Two classes of people form its clientele—the speculator and the country grain buyer. The first class is reached by booklets and literature, chiefly, mailed to a list of 3,000 customers within 200 miles of Chicago and supplemented by a daily circular, "A Line a Day About the Market." Special booklets in editions of 10,000 or more are also sent at intervals to prospective customers. This form of publicity has been used for many years, and the firm's literature is distinctive for good printing and terse, business-like arguments. Several late productions—notably a booklet on barley and another called "On 'Change"—were recently commended by PRINTERS' INK. The country grain buyer is another large factor in the firm's business, but until six months ago no attempt had been made to solicit his business in original ways. The country grain buyer of the West is a product of the soil, usually, buying grain from farmers and holding it in his local elevator for shipment. His profits often depend upon shrewdness in shipping at favorable turns of the market, and he has an eternal hunger for facts about crop prospects, prices and probable fluctuations. He doesn't want information about the past, but about the living present moment and the future. Practically every grain

firm throughout the Northwest sends him a mimeographed circular letter daily, giving current prices and forecasting conditions. Most of these circular letters are phenomenally dull reading, written in a hackneyed style and gotten up in an unattractive form. Six months ago Rosenbaum Brothers concluded that this primitive advertising could be vivified and made vitally interesting.

"The mimeographed letter commonly goes into the waste basket," says Mr. John R. Leonard, who handles the Rosenbaum advertising, "for each buyer receives dozens every day. Our president, Mr. E. L. Glaser, gave considerable attention to the matter, and finally decided that this information service ought to be made outwardly attractive first of all, and then terse and sprightly in its context. The circular letter form of writing is certain to lead to verbosity—one is led to use more space and words than he would use in an ordinary ad. So we settled upon a short daily talk, confining it to one kind of grain, limiting it to about a hundred words at the outside and printing it upon a special mailing card. Besides circular letters the country buyer receives many postals. We made ours a quarter-inch wider than the regulation postal, so that when the buyer got a dozen or more in his morning mail ours would project and practically stick to his fingers. This one little device has been very effective. Each card sent out is either a corn, oats, barley or wheat talk, or one upon general crop conditions or market probabilities. In all cases we confine it to one topic and try to say something pat. The cards do not run to ornament, but are strictly

limited to facts. Several times we have used illustrations, but we find that this gives a cheap effect and lessens the convincing power. Matter for grain buyers must be cut down to the bare bones. Large type is effective, and we use it in all of our printed matter except booklets for speculators. In order to get our cards into the mails as soon as 'change is closed we installed our own printing office. The matter is written in fifteen minutes after the gong sounds and is in the postoffice an hour later, reaching nearly 4,000 buyers next morning or by noon. Our forecasts upon this year's crops have proved to be very accurate, and we have shrunk from no expense to make them so. Besides our regular traveling agents' reports we have made personal trips through the grain growing States. Grain is a live topic for an advertiser. Besides the weather changes and market fluctuations there are little points in shipping and variations in the different markets and their requirements. A bushel of barley in Minneapolis is 50 pounds, while it is 48 in Chicago. Again, by billing car loads through to New York the grain can be sold on the Chicago exchange for Eastern delivery, to better advantage. Slight advances often tempt the local buyer to pay prices that will eat up his profit on a subsequent decline, and there are other pointers that we can put into our talks which make them far more interesting to the man who owns a small elevator and grain purchasing business than any historical novel could possibly be. One of the difficulties is that of grading different qualities of grain. Even long practice will not guard against some of the crop peculiarities of each year. When a car of grain is sold on 'track bids' by a commission house acting for the country buyer and it fails to come up to the grade at which he billed it, he is liable for the difference in price between the quality at which it was billed and that at which it was actually sold. When there is a sharp advance in the grade at which it was billed the

country buyer sometimes loses heavily. To help our clients in grading we send out what we call 'illustrated talks,' accompanying the cards with small samples of different grades in envelopes. Each card sent out offers some little convenience for which the recipient is asked to send—sample envelopes, rubber billing stamps, grain tables and other novelties. These often lead to further correspondence and finally to consignments. Results from this advertising have been very satisfactory. About 100 of our talks have been sent out since the plan was adopted, and our business has been materially increased. The 'different' quality of the matter has attracted wide attention, and we are learning things every day that will enable us to improve the service in the future. The matter is very plain and does not strike an advertising man as being anything out of the way, but it contains information, and that is the basis of all good publicity. Too many people think that advertising is merely literature or art, but as a matter of fact it is nothing but information, and the more useful and vital you can make it the greater will be its advertising value. A third form of advertising which we use to advantage is that sent to Eastern millers exploiting our special brands of wheat, oats and other grains. We were the first to give our brands of grain trade names, and by identifying them in this way we have worked up a large trade. Other houses are now adopting the method. A trade name makes the best possible peg to hang advertising upon. Our 'Gold Eagle' spring wheat and other brands are advertised by means of cards, blotters, posters and other similar matter mailed to about 1,000 millers.

It is said that the everlasting effort of a good artist is to produce something new; some of them would do better to produce something appropriate—as far as ad work is concerned.—*White's Sayings.*

Just because a firm continues its advertising isn't always a sign that it is paying—some folks like to see their names in print.—*White's Sayings.*

A WEEKLY MAGAZINE

THE SATURDAY EVENING POST

OF PHILADELPHIA

has reached a paid circulation of

430,000 COPIES

each issue. No sample copy editions—no premiums to subscribers—no club or cut rates. Subscribed and paid for solely on its editorial merits.

THE CURTIS PUBLISHING COMPANY
Philadelphia, Pa.

E. W. SPAULDING, Advertising Director
1 Madison Avenue, New York

E. W. HAZEN, Manager
Home Ins. Building
Chicago

A. B. HITCHCOCK, Manager
Barristers Hall
Boston

THE LEHIGH VALLEY'S PUBLICITY.

"A few weeks ago one of the *New York Times'* editorial writers pointed to the need for information concerning the railroads of the United States, suggesting that small guide books be issued for the use of passengers, describing the country through which the roads run and giving populations, products, industries and other data," said Mr. B. F. Hardesty, advertising agent of the Lehigh Valley Railroad, whose offices are at 26 Cortlandt street, New York. "To his way of thinking, railroads spent too much money and effort in advertising before the passenger embarked, ignoring him after he had taken the train and leaving him to secure such information by devious ways. The Lehigh Valley has issued such a booklet several years, however. It was the idea of our general passenger agent, Mr. Chas. S. Lee, and is handed to all travelers on our through trains. Besides a fine bird's eye map it contains a short description of every important town and city on our system, gives populations, distances, elevation above the sea, tells of industries, historic places, products, furnishes general information, together with connections and other railroad data. This booklet has been a very good advertisement for the road, and the *Times'* suggestion is well worth attention from roads that have no such literature. Another feature of our advertising is the *Black Diamond Express Monthly*, which antedates Mr. Daniels' *Four Track News*, as it was established some six years ago. It is smaller than the *New York Central* magazine, but we think that it is better mechanically. We mail it for fifty cents a year, and it goes to a large list of people interested in travel. Our Mr. Lee, who came to the road from the Colorado Midland in 1893, has progressive ideas on advertising, and has done much to increase the passenger business of the Lehigh Valley. One of his first departures was the naming of the '*Black Diamond Express*,' our fast train between New York and Buffalo. A prize of \$25

in gold was offered for a name, and many suggestions were received from all parts of the country. A man in Toledo, Ohio, got the money, and the train started with a certain reputation and prestige that made a good foundation for further publicity. We use daily papers in all cities between Boston and San Francisco, and have been active in distributing literature, calendars and similar matter. Our calendar is one of our best advertisements—does not bring direct results, but keeps the road before people in a general way, and counts in the mass. Each year we aim to get out a better one, and the product for 1903 is a large steel engraved design. This is advertised by means of reading notices in dailies, and mailed to those who send for it. Mr. Lee also originated the *a la carte* system of dining cars, and has exploited it widely. The Lehigh Valley is a peculiar advertising proposition, for it has several strong competitors between New York, Buffalo and Chicago. Our featured train is a good one, however, and we have succeeded in getting as much publicity and passenger business as any road in proportion to our advertising appropriation."

A NEWSPAPER circulation statement is like the small boy in summer time—both will bear watching.—*White's Sayings*.

HARDWARE AD ILLUSTRATED.



THE PINCHERS CAN BE "BOUGHT FOR A DOLLAR."

Advertising in The Sun

(DAILY and SUNDAY)
in November, 1902, *increased*
113,115 agate lines, as compared
with the same month a year
ago—a *gain of more than two*
full pages of advertising each
day, or about 50%—exceeding
the gain of any other daily
newspaper.



The Gain in the Evening Sun

during the same period was
98,090 lines—not quite two
full pages each day, but an
increase of more than 73%.

THEMES.

When an advertising idea wakes you up in the middle of the night and demands that you work it out before you are permitted to go to sleep again, it is either a very inferior advertising idea or a very good one. Such fortunate gifts are likely to come to any sincere man who has part of his brain centered upon adwriting, but they are altogether too rare for practical purposes. The supply does not begin to equal the demand. Therefore, an adwriter must contrive some trustworthy system for producing copy. Of all systems known there is none so constantly helpful as that of dividing the commodity into its several themes and making one of them carry the burden of a single ad. Not only is an ad likely to be stronger, more compact and direct where it is written to a single theme, but as nearly any commodity has from six to six dozen themes, it is possible to write a series and treat one's subject from many standpoints, giving variety and freshness. Take two ads at random from current magazines, for example. Here is one exploiting the Stone method of physical culture. The themes that appear in a quarter-page announcement are as follows: It is taught by mail in your own home; it requires only ten minutes daily; it does not overtax the heart; it develops the chest; it stimulates circulation; it reduces superfluous flesh; it increases the weight of slim folks by hardening the muscles; it establishes normal physical conditions and gives sound sleep; Mr. Stone gives individual instruction; he pays especial attention to women; the system is beneficial to persons of all ages.

Each one of these themes gives a starting point and can be developed systematically. Almost any one of them can be illustrated in a manner that will catch the eye. The very word "mail" suggests pictures, as well as advantages—convenience, privacy, one's own time for exercise and others. The "mail" theme can be illustrated with a postman, a letter, a railroad train, a rural delivery carrier, a

mail box and other symbols. These can be followed with a catch phrase carrying out the theme, and after about half the ad has been given over to enforcement of this leading idea the remainder of the system's advantages can be condensed in the residue of space. The exploitation of a single theme gives greater interest than if each separate one were given equal space. "Ten minutes daily" can be effectively illustrated, the "heart" theme can be made the subject of a bit of physiological exposition, the "chest" theme suggests effective pictures, the "circulation" theme is an excellent text for a talk about the hygiene of the blood, and so forth. The following themes are taken from an ad of Armour's Tomato Bouillon: It is made after the recipe of a famous Colonial cook; it is a piquant relish for meats, game, vegetables, cocktails and soups; it contains fresh, ripe tomatoes, spices, herbs and meat; it is highly seasoned; it is sold by all grocers; it comes in two sizes, at 25 and 75 cents.

The "Colonial cook" theme suggests pictures of the cook herself and of Colonial furniture, houses, kitchens, to say nothing of little talks about the superiority of Colonial cooking. Each single spice and herb can be taken as a theme and developed, and it will suggest appropriate pictures. The "grocer" theme is rich in possibilities, while the two sizes can be explained in detail. Then there is also the theme of cleanliness and care in preparation, while the various purposes to which the bouillon can be put can be made the text of little talks. Perhaps a recipe for making a good cocktail would be appropriate. When a commodity is divided into themes it gives the adwriter definite material to work with and opens up avenues that he may follow to the end, searching out novel facts and exploiting them in new ways. Material is then handled in a logical way, the ad is made more interesting to the reader because it is simpler, and the writer is seldom at a loss for something to say, and never for a place to begin saying it, as he frequently is when the commodity is treated in the mass.

They all tell the same story

QUINCY, ILL., Dec. 23, 1902.

It gives us much pleasure to say that the splendid results obtained from ***The Kansas City Star*** from our advertising in the same are more than keeping up the pace which it has set in the past. It is, at the present time, far ahead of any of the other papers on our list, in regard to inquiries as well as orders.

Wishing you the compliments of the season and a very prosperous New Year, we remain,

Yours very truly,

SNOW-SCHMIEDESKAMP CO.

*Mail Order Merchandise House,
Quincy, Ill.*

Circulation Guaranteed

The Kansas City Star (Evening), 108,000

The Kansas City Times (Morning), 73,000

The Kansas City Star (Sunday), 108,000

The Kansas City Star (Weekly), 210,000

WITH ENGLISH ADVERTISEMENTS.

By T. Russell.

I received last week an Auctioneer's advertisement announcing the sale, which subsequently took place under my eye, of what was described as the secret and recipe of an old-established patent medicine—Dr. King's Quinine and Dandelion Pills. I do not suppose that any reader of PRINTERS' INK in America has ever heard of this article. I myself never saw a box of the pills in my life. Yet the auctioneer's announcement stated, and no doubt stated with accuracy and truth, that there has been for the last five years an annual profit of £905 on the goods.

* * *

Of course what was actually offered for sale, and sold, was the trade mark and goodwill. They fetched £5,000—say twenty-five thousand dollars—under the hammer, and the purchasers were a firm that had just come to the end of a twenty-one years' lease of the business from the proprietors, so that it may be assumed that the business was worth the price. On the other hand, there were present at the auction a sufficient number of well-known medicine advertisers, some of them as bidders, to make it pretty certain that the thing didn't go (as the phrase runs) "dirt cheap." Hence we may deduce the conclusion that the market value of an old established medicine business in the United Kingdom is a little over five years' purchase of the net profit on it. This is worthy of record. I don't think the same ratio would hold good for other countries.

* * *

But there are some other points that ought to be considered also. The auctioneer said that Dr. King's Pills was a firmly established business which gave no trouble to anyone. The owner had simply to sit still and rake in the shekels. There were no factories, no warehouses, to be taken over. Nothing but the "secret" (by which he meant, as I have explained, the goodwill and trade mark) was wanted: no advertising, no travellers, no printed matter beyond the

direction for use and the label accompanying the package. Isn't this a remarkable statement? Isn't it an extraordinary evidence of the permanent usefulness of advertising? Once upon a time, King's Pills were advertised, though never on the scale of the big modern pills, like Dr. William's Pink Pills for Pale People, or Carter's Little Liver Pills. But they built themselves up a trade, so long ago that I never remember to have seen a current newspaper with a King's Pills ad in it, and I have been in the business twenty-one years this January—and apparently nothing can kill it until it dies of itself. I know five or six articles which enjoy an equal or larger trade on terms equally lenient, or very nearly so. The adroitness and experience of an agent or proprietor will often contribute to this felicitous result. Gayetty's Medicated Paper is an article of American manufacture which is thus situated; but it probably owes a great measure of its success to the agent in this country. There is a very old-established dentifrice, called Eau de Suez, which is never advertised now in England, though it is in France, but which enjoys steady sale, varying little or not at all. But neither of these articles is probably in half as good a position as a popular, cheap pill, like King's, like Scott's Pills, Parr's Life Pills, and one or two others, one or other of which is sold to the poor people in nearly every dinky little village store throughout the country, yielding an enormous proportionate profit and costing nothing at all to advertise. You couldn't, at any price, establish such a business *de novo* at the present day; it needs to have been started long ago, and the day of such beginnings is past, never to return. No doubt in time the competitive effect of modern advertising will drive these things out. No question but that some of them are a gradually dying business now—else a good one like King's Dandelion & Quinine pills would be worth more than five years' purchase, and I have given reasons for believing that the price realized was a fair one. But what an influence advertising wields,

that can build up and create such a trade, and by its posthumous force keep it alive all this time, and alive enough to yield nearly \$5,000 a year profit, long after all advertising has stopped.

* * *

The prosecution of a London daily paper, the *Sportsman*, for publishing certain betting advertisements establishes a precedent which may have important consequences all over the world, as the Anti-Gambling League will probably suggest the same plan of operations to cognate bodies outside the United Kingdom. The *Sportsman* was only fined fifty dollars and another fifty dollars for court fees; but this was a first case. The offence was having published—as many newspapers have done, on a large scale—the announcements of a firm called Topping & Spindler, operating at Flushing, Holland, so as to be outside of this country. The said advertisements offer to make bets on horse races, through the post. The prosecution was what is called a test case; initiated in order to ascertain the law.

AS OTHERS SEE US

J. I. Case
Threshing Machine Co.
RACINE, WISCONSIN.

JOHN W. CAMPSIE,
Manager Printing Department,
Evening Wisconsin Co.,
Milwaukee, Wis.

MY DEAR SIR: We are extremely well pleased with the appearance of the Repair Catalogue which you recently completed for us, as well as the other Printing which you have done for us in your office. We do not hesitate to say that deliveries have been much more prompt and corrections much less necessary than is usual in Job Printing, which we have sent out for execution. We hope we shall be able to turn you considerable of this work as an indication of our satisfaction, although, as you are aware, we do most of our job work in our own office. Very truly yours,

J. I. CASE T. M. CO.
RICHARD T. ROBINSON, Secretary.

The Circulation of The Sunday CHICAGO RECORD-HERALD

Increased 81,710 in one year—the average for November, 1901, being 124,533, while that of November, 1902, was 206,243.

THE CHICAGO RECORD-HERALD has the greatest known Sunday circulation in Chicago.

Sworn Circulation
for November:

Daily Average, . . . 165,493

Sunday Average, 206,243

THE PRICE
of the
*American
Newspaper
Directory*
is
*Ten
Dollars*

for each volume—net.

January 1, 1903.

MR. DIXEY'S COURSE IN ADVERTISING.

Just a year ago, in the issue for January 1, 1902, **PRINTERS' INK** first devoted an article to advertising schools, which were then becoming an important new factor in publicity. During the intervening twelve-month this article has once been reprinted, and has aroused both favorable comment and downright denunciation. Somewhat adverse in tenor, it tended to show, as the result of a canvass of New York agencies and advertising men, that the advertising school was not a factor in supplying adwriters and advertising managers to the world of business, though a real demand existed for men of ability. In the stage of development reached at that time the advertising school seemed more an institution for obtaining tuition fees by holding out prospects of high salaries than for teaching students anything really helpful about publicity. Young persons who seriously wanted to learn advertising, therefore, were advised to study advertising journals, watch the advertising columns of periodicals, obtain a place in an agency or store and study publicity in the actuality rather than pay money to concerns that sent out literature conspicuous for bad English and false presentation of conditions, requirements and prospects in the advertising field. **PRINTERS' INK** has never held that advertising cannot be taught, but has questioned the ability and honesty of some of those who profess to teach, laying stress upon the fact that the best tuition can never make advertising men of those not endowed with certain necessary abilities. In the past year there has been a marked improvement in advertising schools—or rather, the field has attracted men of practical knowledge who can teach things that they have learned in actual advertising. One of the most conspicuous of these is Mr. Wolstan Dixey, who has long been known to readers of **PRINTERS' INK** as a contributor, and among advertising men as the maker of the distinctive publicity of the National Cash Register Company and the

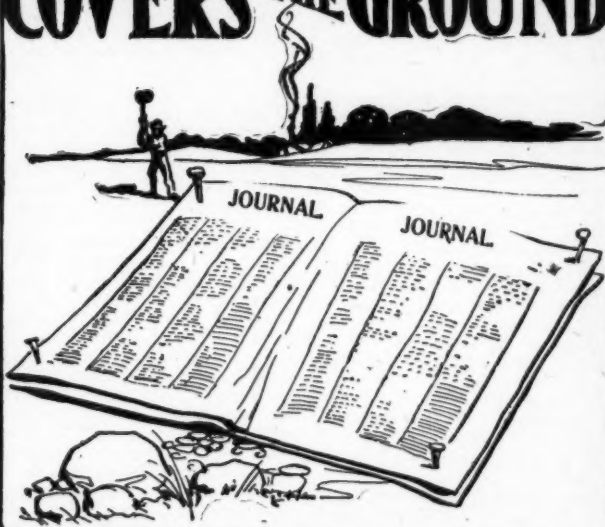
Library Bureau. In October Mr. Dixey relinquished his work for the latter concern and came to New York, opening an office at 156 Fifth avenue, where he will combine independent advertising work and teaching. Mr. Dixey was born near Boston some forty years ago, and entered advertising fifteen years ago, after a career as editor on the New York *School Journal* and of a young people's magazine called *Treasure Trove*. This latter periodical was intended partly to supplement courses in the public schools, and had a large circulation among families. Among his early work in advertising was an article on "Concise Writing" for **PRINTERS' INK**, which attracted the attention of Mr. John E. Powers, and through him brought Mr. Dixey several clients. Until four years ago he worked independently, handling publicity for the Wing Piano Company, New England Watch Company, the *Engineering Magazine*, Dr. Pierce and many other prominent advertisers. Then he became advertising manager for National Cash Registers, remaining in Dayton two years, when about a year and a half ago, he formed the connection just terminated with the Library Bureau, at Boston.

"To talk about my course in advertising is to talk about advertising itself," he said recently, "and I am afraid that all I can tell you about that subject has been said again and again, by others as well as by myself. Advertising is business rather than writing. When I began, after some years of editorial work, I thought that it was writing, but I have learned otherwise. Advertising is business—the art of getting close to the business and finding out the things about it that the public wants to know. To get close to a business you must get close to the head of it first, and then to the managers, salesmen, foremen, workmen, office boys, porters and everyone connected with it in any way. You must make them talk, believe about half what they say, and then write the advertising. Live advertising must have facts as the foundation, and that has been my method of getting facts. Nine-tenths of what

(Continued on page 14.)

THE MINNEAPOLIS JOURNAL

COVERS THE GROUND



IN MINNEAPOLIS MORE THAN ANY OTHER PAPER.

AN ABSOLUTE PROOF

A canvass of residences and flat buildings, in a portion of Minneapolis, up to December 20th, showed the following—

45 Flat Buildings—

894 Journals.

104 Eve. Tribunes.

2640 Residences—

2281 Journals.

477 Eve. Tribunes.

Close to 90 per cent are Journal subscribers.

About 10 per cent, not already reached by The Journal, are covered by the other dailies.

The Sworn Average Daily Circulation of THE JOURNAL for month of November ..

57,011

C. J. BILLSON, Mgr. for Advertising Dept.
Tribune Bldg., N. Y.

Tribune Bldg., Chicago.

one learns must be thrown away, as far as putting it into the ads goes. There are only two or three things that the public really wants to know, even about so complicated a piece of mechanism as a cash register. The first piece of news that I always gave to a prospective buyer was comprised in the sentence 'It is going to save you money!' 'What?' said the prospective buyer, 'Save me money? I don't believe it. Why? How?' Then I told him the next thing he wanted to know—how cash registers save money for hundreds of merchants in his line of business—merchants who could not be paid to lie about the machines. It seems to me that Mr. Rowell's advertising principle is—or used to be—to tell what the article is. I believe in telling what it will do, letting the reader infer what it is from what it will do. The latter method calls for a certain amount of intelligence in readers that some advertisers are not willing to rely upon. I have found it good policy to give readers credit for being intelligent, or, if I instructed them in things that I thought they were not likely to comprehend, to hide the machinery by which I taught them.

"Patent medicine publicity is held to be a form of advertising that appeals to people who are none too intelligent. I have written a great deal of it. When I suspect that my reader will not know the meaning of such a word as 'assimilate,' for example, I first give him a definition. 'This medicine,' I say, 'is good because it is taken directly into your blood—it is assimilated.' 'Geel! that's a good word!' the reader says; 'as similate! now, that fellow knows what he's talking about.' A point not often made, too, is the fact that the reader who can most readily comprehend little words is generally fond of big ones. The long word and long sentences have their place in advertising, and if they are clear they will be understood.

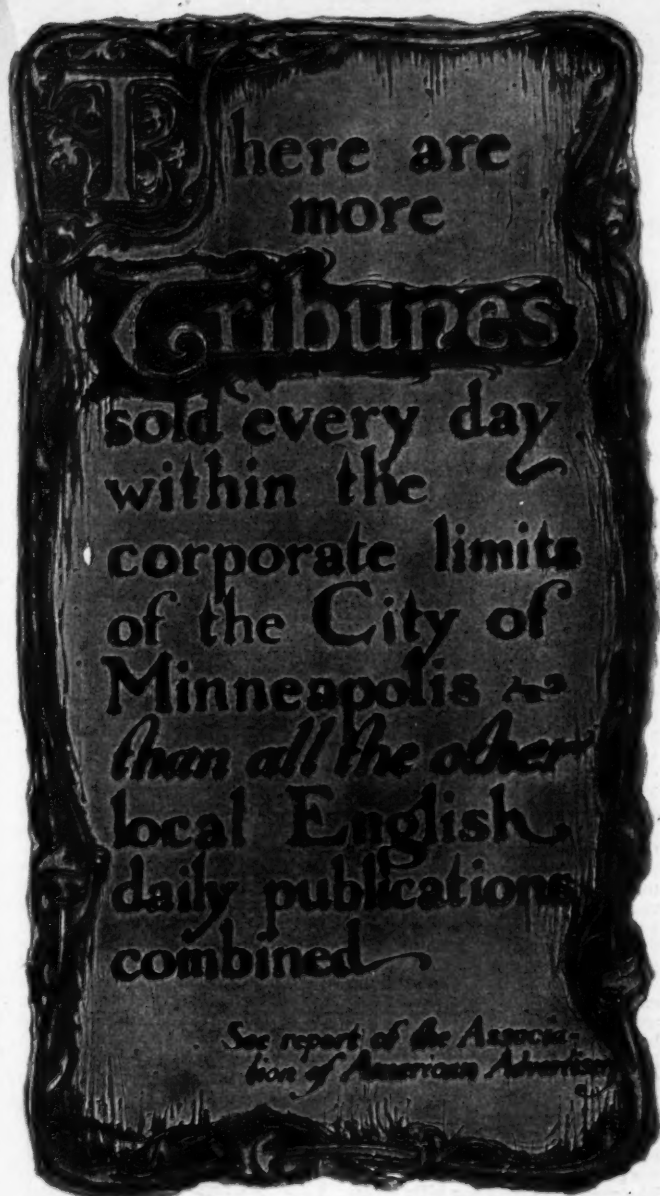
"It's the little points of this sort that give a man the equipment to write and manage successful advertising. These little points all cost money to learn in the beginning, but practically all of them

can be taught to any person who has common sense. It's simply a matter of directing the student's efforts to the points that will do him the most practical good in actual advertising, saving him the time and expense and heartache of experiment. I have no desire to criticise others' methods of teaching, but some of the prospectuses sent out by advertising schools show too great attention to what I consider superfluous details.

"The only way to teach advertising is to make the student create advertising. It is something like teaching a pilot. The teacher may have spent years in finding all the rocks and shoals in the channel, but it takes only a little while to point out the course to a pupil. The average person of intelligence can make good advertising when shown how. He has ability, potentially, but lacks confidence, or gets started on the wrong track. Different minds develop in different directions. The teacher's problem is to find out what the individual can do best, make him do it over and over again, and make him understand the how and the why. Advertising might be defined as a way—not *the* way—of approaching a reader with an exposition of certain goods or a certain business proposition. Each individual will have his or her own method of approach. If you can't do better, a plain, straight statement of facts about goods will carry you far, and attract a certain number of readers. The writing of good publicity is largely a matter of one's frame of mind—his attitude toward the goods and the reader.

"I had an assistant who wrote sentences of wood when he 'took a pen in his hand.' He had a good story to tell, but he became self-conscious in writing, paying so much attention to form that he left out his matter. When I got him to tell his story to a stenographer it was good, live stuff, needing only a little editing. Writing plays about the same part in actual advertising that the keyboard of a typewriter does in the day's work of an expert stenographer. The keyboard must be learned so thoroughly that the fingers will do the work instinct-

(Continued on page 16.)



There are
more
Gribunes
sold every day
within the
corporate limits
of the City of
Minneapolis
*than all the other
local English
daily publications
combined.*

*See report of the Associa-
tion of American Advertisers*

tively. The technique of writing must be mastered so that the brain will think nothing whatever of technique or grammar in telling the story. The frame of mind is everything.

"Last week one of my students sent in an ad that was simply fine in its enthusiasm and sincerity, but there were several grammatical errors in a single paragraph, and one of his sentences was standing right on its head. I said nothing about these technical blunders, but had him write the same story again and again. Each time there was as much advertising merit and convincing power, and in the last ads the blunders had been overcome. By directing his attention to the technical side of his ad I would have thrown him off the real course—his story.

"I teach entirely by correspondence because it seems to me the natural method. There is never any chance for misunderstanding when lessons are put on paper, and, besides, it is the medium in which the student must learn to work. So far, I have received applications from no one who seemed to lack the requisite common sense. I am conscientious on this point, and will not take a student unless I think that he will be benefited. A certain proportion of my pupils are men engaged in advertising. While I place students after they are competent to do advertising, I do not offer splendid salaries as the prime incentive. There has been rather too much of that sort of thing.

"Advertising is not so much a matter of getting business through the use of literature and space as a matter of getting business at a certain cost. Theoretically, it is possible to get every single reader that is worth getting, provided you can keep at him long enough. By mailing a series of ten folders and booklets to a list of 25,000 people I can eventually land half of them, perhaps. If the series can be carried on indefinitely I am certain to land that many. But when it costs \$250 for one-cent postage on each of those booklets and folders the problem takes on a new aspect. The man who pays the bills wants the campaign drawn down to a

reasonable cost, and the advertising manager must figure very closely when it costs \$500 or \$1,000 to simply nudge a list of people. Practical advertising is doing this at the least cost and with the greatest proportion of replies. And it takes a sublime faith on the part of both advertiser and manager to carry on such campaigns.

"Only by experience is it possible to lay out advertising wisely and economically. There are important details that cannot be learned through any amount of theorizing. One of the critical points in a literature campaign, for example, is the return card. The return card is the part of the campaign that brings results. You must put upon it the exact wording that will be approved and signed by the greatest number of the readers from whom you want replies. Too much or too little may bring inquiries from irresponsible people who have no intention of buying, but few responses from the people you want. The reader you want at the bottom of your reply card may be a cautious business man who does not like to sign orders of any kind, and is particularly careful about such form. His signature is sometimes almost equivalent to a sale. The irresponsible curiosity-seeker, on the other hand, will sign away his soul. Another necessity is to make a reader reply at once. 'Do it now!' must be impressed upon him in such a way that he will actually sign his name before he takes up the next letter. To overlook these points is to leave a big leak in your campaign, and that leak means the loss of returns. Such points are learned through experience and are some of the things that can be most profitably taught to students. These are the things that make up practical advertising. They are what I have in mind when I say that advertising is not merely writing, but business—business—business!"

MAKING ORDER AD ILLUSTRATED.

\$1000.000

A SUPERB FIGURE.

Here's what one ad In the Cincinnati Post Did for the Krell Piano Co.

THE KRELL PIANO COMPANY

Manufacturers of First-class
GRAND AND UPRIGHT
PIANO FORTES

Office, Richmond and Harriet Sts.
Warerooms, 118 West Fourth St.

Cincinnati, Dec. 19, 1902.

I placed the advertisement of the Krell Piano Company in the Cincinnati Post yesterday, offering to give four sets of children's books to all who brought the advertisement to our Piano Store at 118 West Fourth St.

It has required eight clerks and two policemen to keep order and distribute the books; even then, several of our finest Krell Pianos were damaged and scratched which will have to be sold at cost in order to make place for the new pianos arriving daily from our factory.

The result of this one insertion in the Post has far exceeded any one advertisement we ever had.

THE KRELL PIANO CO.,
H. O. Crippen, Manager.

There are three other papers in the Scripps-McRae League, The Cleveland Press, The St. Louis Chronicle, The Covington (Ky.) Post, which with The Post have a combined circulation over 315,000 copies daily. An ad placed in these mediums will bring satisfactory results at very little cost.

Address FOREIGN ADVERTISING DEPARTMENT

D. J. RANDALL
Tribune Building, New York

I. S. WALLIS
Hartford Building, Chicago

SPORTING JOURNALS ON THE DECLINE.

The New York Sunday *Herald* of December 14, 1902, contained the following interesting story of the going out of existence of the *Spirit of the Times*, the most famous of the horse journals, the field it once occupied having been encroached upon and appropriated by the daily press:

By all votaries of American sports and pastimes, and by the devotees of trotting in particular, the announcement that with the current issue the *Spirit of the Times* would pass out of existence was read with genuine regret. The first attempt made in this country in the direction of establishing a journal devoted to the horse was in September, 1829, when John S. Skinner, of Baltimore, began the publication of a monthly magazine called the *American Turf Register and Sporting Magazine*. Cadwallader R. Colden, who made himself famous as a writer over the signature of "An Old Turfman," soon afterward established in New York a rival publication entitled the *Sporting Magazine*. This was discontinued after an existence of two or three years. In the meantime William T. Porter, a writer of ability and polish and a fair horseman, who had a strong following among the sporting men of that period, entered the field with a weekly journal devoted to "horse literature and sporting subjects." This was the *Spirit of the Times*, though it was at first called the *Traveller*. The first issue was published in February, 1831. Porter acquired Skinner's *Turf Register* early in the thirties, and continued its publication until 1844, when it was merged in the *Spirit of the Times*. Not many years later the "great panic" forced Porter into bankruptcy, and the paper was sold under foreclosure proceedings to John Richards, a well-to-do New York business man, who devoted his spare time and money to two hobbies—one the encouragement of cricket and the other the maintenance of a sporting newspaper. Porter continued to edit the *Spirit* until 1856, when he joined George Wilkes in a new venture and started a rival publication called *Porter's Spirit of the Times*. He died about two years afterward, and in 1859 Wilkes withdrew from *Porter's Spirit of the Times* and started *Wilkes' Spirit of the Times*, a new and entirely distinct publication. For the next two years there were three sporting papers published in New York each week under the title of the *Spirit of the Times*. Porter's *Spirit* and the old *Spirit* circulated very largely in the South, and when the Civil War broke out severing communication with readers there, both publications had to suspend, leaving *Wilkes' Spirit* in possession of the field. E. A. Buck, of Buffalo, became associated with Mr. Wilkes in the publication of the *Spirit* early in the seventies, and subsequently acquired a controlling interest in the paper, directing its management until his death, in 1893. After the death of Charles J. Fos-

ter, who had left the *Spirit* and in 1875 founded the *Sportsman*, Mr. Buck purchased the latter paper and finally consolidated it with the *Spirit of the Times*. In 1893 he published a daily edition of the *Spirit*, but this was discontinued after an unprofitable existence of a few months. At the close of the civil war in 1865, S. D. Bruce, B. G. Bruce and Hamilton Busbey, of Kentucky, came to New York, and purchasing the good will and effects of the old *Spirit of the Times*, established the *Turf, Field and Farm*. The development of all sports, and particularly the growth of the trotting horse interest brought into existence a whole army of weekly and monthly publications, beginning about twenty years ago. Then came the encroachment of the modern daily newspapers on the domain of the special sporting journals. In the days when the *Spirit of the Times* was founded, and for many years afterward, the daily newspapers rarely chronicled the result of a horse race or any other sporting event unless its importance made it of universal interest, hence the devotees of all sports had to look to the weekly sporting papers for the news of their favorite pastimes. As the daily press of the country began to give more and more attention to sports and turf affairs, publishing detailed reports of all important racing, trotting and other events the next morning after their occurrence, they encroached on the field of the weekly journals until more than half of those devoted to the trotting horse were crowded out, like the *Spirit of the Times*. The best of the weekly horse journals are now necessarily made up to a great extent of matter that has been printed before in the daily newspapers, and they no longer carry to their readers the absorbing interest they conveyed in the old times when they were filled with fresh news.

THE merchant who advertises in a loud, boasting way is like a barking dog—both make fools of themselves.—*White's Sayings*.

DEPARTMENT STORE EXPRESSION ILLUSTRATED.



WE RECEIVE SMALL MONTHLY PAYMENTS.

THE Pittsburg Press

**Is the Most Popular
Daily and Sunday Paper in
WESTERN PENNSYLVANIA**

Made so by its Leadership in

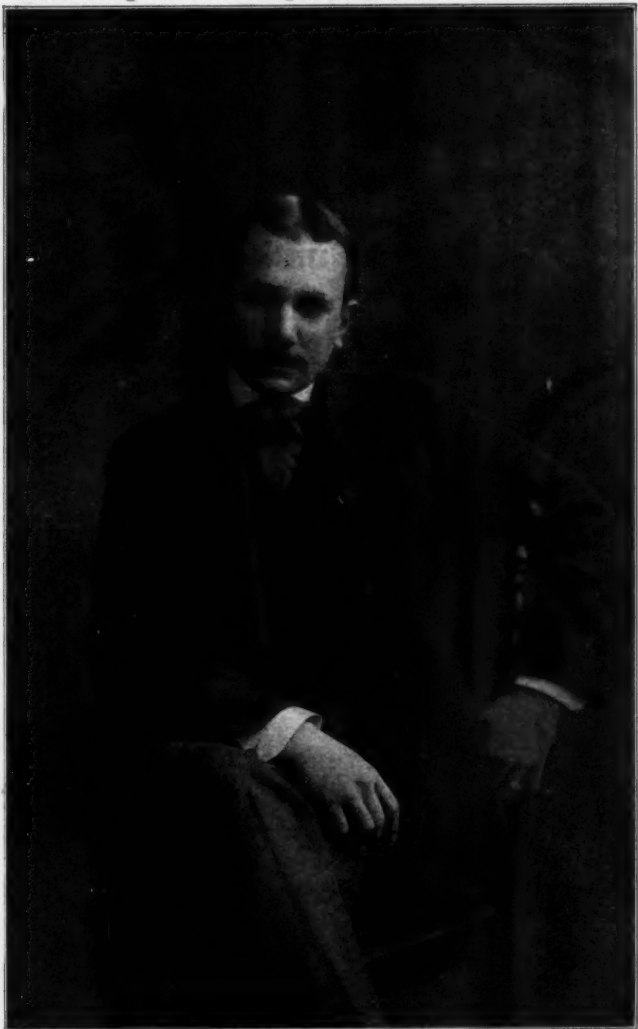
Foreign and Local News Service
Unequaled Sporting Pages
Interesting Society Pages
Up-to-date Fashion and Women's Pages
Original and Special Comic Pages
Reliable Financial News
Beautiful Colored Magazine Sections
Original Cartoons.
Copyrighted Serial Stories
Leadership in Classified and Display
Advertising

**Largest Circulation in
Western Pennsylvania**

C. J. BILLSON, Manager Foreign Advertising Dept.	
Tribune Building,	Tribune Building,
NEW YORK.	CHICAGO.

WILLIAM R. ROWE.

ager. A few months later, when Mr. Oliver acquired the *Chronicle-Telegraph*, Mr. Rowe became busi-



MR. WILLIAM R. ROWE,

Gen. Mgr. of the *Pittsburg Gazette* and the *Pittsburg Chronicle-Telegraph*.
the *Pittsburg Gazette*, a little over ness manager of both publications.
two years ago, he employed Shortly after this the *Gazette* be-
William R. Rowe as business man- gan to publish a Sunday issue,

which is to-day in a foremost position among the Sunday newspapers of Pittsburg. As general manager of the two papers, Mr. Rowe performs his multitudinous duties in a manner that bespeaks continued prosperity and growth. Before he became connected with the Oliver papers, Mr. Rowe had, almost from boyhood, been identified with the business department of the Pittsburg Press.

In the performance of his duties Mr. Rowe exhibits great executive ability, a good faculty for organization, an enormous capacity for work and an unusual facility in the handling of detail. The perfect system he has created, running throughout every department of the two papers, enables him to perform with seeming ease what would otherwise prove an impossible task. He is fortunate, too, in inspiring a warm personal liking on the part of employees, as well as that respect which an able man always commands from those associated with him. Although trained in the business end of the newspaper business, he has acquired a technical mastery of all its ramifications, and there is no department that does not constantly feel the stimulus of his energy and genius. His tact in adjusting differences, which inevitably arise even in the best regulated newspaper offices, has kept his large forces remarkably free from friction. His decisions, although quick, are never arbitrary, and he encourages suggestions for improvements from employees in every department.

Mr. Rowe's personality is of a character so peculiarly engaging

that he readily makes a friend of almost everybody with whom he comes in contact. He is uniformly dignified, affable, courteous and approachable. He is a director of the Cosmopolitan National Bank, secretary of the American Cotton Picker Company, also a member of the Masonic Fraternity.

Mr. Rowe is only thirty years of age and it is pleasant to record that he has won his proud position by his own industry and ability without adventitious assistance of any sort. His tastes are domestic and whatever time can be spared from business is devoted to the companionship of his wife and two children.

THE term "mail order" is too restricted in its meaning and use. There are some periodicals which were started for and whose only business is the securing of advertisements by firms which depend upon mail orders only for their trade. It is these which seek to appropriate and monopolize the phrase. As a fact any paper, whether trade, or class, or news, may bring in mail orders. Some of the dailies, especially, are most valuable mediums. Nor is the mail order business, confined by any means to those concerns which are restricted to that class by trade. All of the department stores, all book publishers and many manufacturers do extensive business by mail orders.

IF a man has sincerity behind his statements and can make people believe that he is right, it is bound to create a favorable impression and bring his store into popularity.—*The Zenith, Marshall-Wells Co., Duluth, Minn.*

SUBSTANTIALLY "THE WHOLE THING."

A carefully conducted house-to-house canvass, recently made, shows that THE WASHINGTON EVENING STAR goes into fifteen thousand homes in that city where no other Washington daily paper is read; and it is taken by more than fifteen thousand other persons in the city, besides. This is double the circulation of any other paper within the city. Through the columns of THE STAR alone practically all the people in Washington can be reached by a simple advertising outlay.

M. LEE STARKE, Representative,
 NEW YORK: Tribune Building. CHICAGO: Tribune Building.

For the purpose of fostering an ambition to produce good retail advertisements **PRINTERS' INK** opened on December 24, 1902, a

RETAILERS' CONTEST

of advertisements. Any reader or person may send an ad which he or she notices in any newspaper for entry in this contest. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in **PRINTERS' INK**, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to **PRINTERS' INK**, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed **RETAILERS' AD CONTEST, Care Editor, PRINTERS' INK, 10 Spruce Street, New York.**

THIRD WEEK.

In response to the competition announced in the adjoining column 32 ads were received in time for consideration and report in this issue. The advertisement reproduced below was deemed the best of all submitted. It was sent in by Mr. John M. Van Dyke, Blairstown, N. J., and it appeared in **PRINTERS' INK** of Dec. 10, 1902, as a full page ad. A coupon, good for a year's subscription to **PRINTERS' INK**, was mailed to the sender of this ad as stated in the conditions of the contest.

The letter of Mr. Van Dyke gives such good and logical reasons why this advertisement is a good one as to make its reproduction interesting:

JOHN M. VAN DYKE,

Counselor-at-Law,
Master and Examiner in Chancery.

BLAIRSTOWN, N. J., December 24, 1902.

Editor of **PRINTERS' INK**:

I wish to enter the inclosed ad of Printers Ink Jonson in the **PRINTERS' INK** Retailers' Contest. I consider this ad as one of the best, if not the best ad of a retail business that I have ever seen, because,

1. It gives no less than twelve bona fide testimonials of the highest kind, with names and addresses of the senders. I regard testimonials of the highest importance in ads where cash must be sent with the order.

2. The ad gives in plain, prominent figures all the prices at which the ink is sold, and all the different sized lots; and particularly, the *most* of the whole ad and the chief fact of all is given in big, black letters at the very head of the ad ("4c. NEWS INK") and tells its whole story with eight letters and one figure.

3. The terms and conditions on which the ink is sold are given in large clear type and in such absolutely plain (that is, perfect) English that there can be no mistake whatever, and the wayfaring man, the printer man, any man, though a fool, cannot err.

4. The name and address stands out plainly and associates the seller intimately with the thing sold. "Jonson" means "Ink," and "Ink" is the same as "Jonson."

5. It—the ad—makes no boasts—yet there is something convincing about the honesty and goodness of the ink, which, while I am not able to explain it, is nevertheless there. In this respect the ad is, in my opinion, superior to Jonson's ad in **PRINTERS' INK** of Dec. 17.

6. The ad, although it contains no picture, stands out prominently, and if placed in the center of a page of ads in, say, the *Evening Journal*, would stand out just as prominently. Try it, by placing it on such a page, and see if it does not.

Very respectfully,
JOHN M. VAN DYKE.

As already stated, this contest is to encourage good retail advertising. Retailers everywhere are invited to send in the advertisements which they use in their local papers. Any retailer who spends as much as a hundred dollars for advertising space a year can read **PRINTERS' INK** with profit. Publishers of local papers should call the attention of retail advertisers to the Little Schoolmaster, and if they will mail the names of such who would likely be interested, sample copies will be mailed to them.

4c. News Ink

Your news ink gives extraordinary value and is better than any other ink you will ever use. It is the best ink for printing news.

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All the ink used by us from year to year is made by us. We are the only ones of the kind in the world. We are the only ones of the kind in the world.

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We are the only ones of the kind in the world.

My news ink is guaranteed to be the best news ink that money can buy and is sold as follows:

25-lb keg. - \$1.50	250-lb keg. - \$11.50
50 " - \$2.75	500 " barrel, \$20.00
100 " - \$5.00	

To secure my inks you must send the money in advance, and when you are dissatisfied with your purchase, I buy back the goods at face value and reimburse you for transportation charges. Send for my price list of job inks.

ADDRESS
PRINTERS INK JONSON
17 Spruce Street New York



This is the house the young couple saved and paid for in five years.

A Young Couple Were Married 5 Years Ago

He had a moderate salary. They started simply and saved. But they didn't skimp. They gave little dinners and heard the best lectures. In five years they had saved enough to pay for the house at the head of this page.

Another Young Couple Were Married, Too

They put by \$7 a week, and the house at the bottom of this page is now theirs,—entirely paid for. A third young couple's income was \$16 per week. They saved \$8 of it, and bought and paid for the house at the bottom of this page.

How these and 97 others did it, step by step, dollar by dollar, is all told in the great series, "*How We Saved For a Home*,"—100 articles by 100 people who saved for and now own their own homes on an

Average Salary of \$15 a Week: None Higher Than \$30

This great series will run for an entire year in

The Ladies' Home Journal

For ONE DOLLAR, for a year's subscription, you get the whole series.

THE CURTIS PUBLISHING COMPANY, Philadelphia, Pa.

This is the house saved for in 5 years and now all paid for.



This is the house paid for out of a salary of \$16 per week, saving \$8.



HOW THEY DID IT!

BE PLEASANT, ANYWAY.

The range of human wants and needs is unmeasured—almost unmeasurable.

Therefore the forms which advertising may take with a fair prospect of producing results are unmeasured—almost unmeasurable.

In view of this it were folly for one to criticize any particular form of advertising, except in the most general way.

But personal experience indicates that one likes to trade under pleasant condi-

tions; to talk with a cheerful salesman, to have him present the pleasing and wholesome side of his stock rather than the less attractive or mayhap, the gloomy aspect.

If this reasoning be applied to the advertising in reading matter it would go hard with some of the ads being used to advertise Postum Cereal Coffee, H. O. Breakfast Food and several such products. And why should these reasons not apply?—*Pacific Coast Advertising.*

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

☞ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

☞ Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

☞ Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

☞ If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 35 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JAN. 7, 1903.

THE road of by-and-by, leads to the road of Never.

* * *

Thinking and doing are so closely related that either is not worth much without the other.

* * *

"The great difference between men, between the feeble and the powerful, the great and the insignificant is energy, invincible determination."

* * *

The doer and producer makes mistakes—naturally. But nothing is so aggravating as the nagging fault-finding of the man who never does anything but that.

* * *

New Year's resolutions generally don't amount to much. Your duties and problems are always before you daily, hourly. Grasp them like a man, fulfill the first ones, always, solve the others, in one way or another—don't put them off—the quicker you find out a mistake the better.

* * *

PRINTERS' INK hears that *Current Advertising*, published monthly by Chas. Austin Bates, has been sold to Miss Kate Griswold, publisher of *Profitable Advertising*, Boston. The January issue of *Current Advertising* will be the last one under the direction of Mr. Bates. The informer of the Little Schoolmaster said the communication was confidential.

A GOOD advertising man should also be a good business man.

A PERMANENT organization of advertising men has been formed at St. Louis, Mo., under the name of the St. Louis Advertising Men's League. The aims and purposes of the League are defined in the constitution and by-laws, as follows:

"For the development of the best in advertising; to assist one another by exchange of ideas; to produce better and more profitable work; to correct existing abuses; to discourage charlatany in advertising methods and mediums; to bring up to the full measure of usefulness the business of advertising in all of its forms, and to promote social fellowship."

The League has at present over sixty active members comprising advertising managers of the most prominent wholesale and retail houses of the city and representatives of the leading dailies, trade papers and advertising agencies. The indications are that the League will have a membership of over 200 by February 1, 1903. The officers of the League are as follows:

Harry Meyer, advertising manager Friedman Bros. Shoe Co., president; C. J. O'Malley, advertising manager Wertheimer-Swartz Shoe Co., 1st vice-president; W. E. Cambell, advertising manager B. Nugent & Bro., 2d vice-president; R. E. Lee, publisher *Interstate Grocer*, 3d vice-president, W. M. Fenwick, advertising manager M. K. & T. R. R., treasurer; J. D. Riley, managing editor *St. Louis Grocer and General Merchant*, secretary; H. H. Ready, advertising manager Ely-Walker Dry Goods Co., assistant secretary.

The League will hold monthly meetings at which time advertising men of local and national prominence will address the members and a short programme will be carried out. The secretary and organizer of the St. Louis Advertising Men's League, Mr. J. D. Riley, writes that it is the intention of the League to father the movement for a national association of advertising men, to include in its membership all persons who are directly or indirectly interested in the art of advertising. As the leading representative of the advertising interests of the country, *PRINTERS' INK* has been asked by Mr. Riley to give this idea publicity, that expressions of opinion in regard to the matter may be secured from representative advertising men.

BETTER a crude ad that tells a story, or records a fact, than the most artistic without meaning.

THE store of H. O'Neill & Co., in Sixth avenue, has been sold to interests represented by Mr. William C. Strange, the present manager of the business, who will continue to direct it. The consideration is said to be \$3,000,000, which includes real estate, stock and good will. The business was founded in 1867 by Hugh O'Neill, who died about a year ago, and grew from a small beginning chiefly through his consideration for patrons and his introduction of conveniences for shoppers. It is said that Mr. O'Neill was first to fit up reception rooms where patrons could meet friends or rest.

THE little cloth-bound book from the Corona Mining Company, Salina, Colo., ought to sell that concern's stock because it is a convincing little book, quite unlike the ordinary mining literature. On the cover is glued a piece of quartz, with the legend "This rock is a part of the mountain we own," while the arguments set forth within are straightforward and sincere, written by practical miners for the most part, and courting investigation of the proposition in a way that assures the reader of their honesty. Fine halftones illustrate the property. The book was made by the E. Jep Co., of Boston.

"ADVERTISING SPECIALS" is a large booklet from the Milwaukee *Sentinel* containing articles upon advertising that has been printed in the Sunday issues of that paper during the past summer. There are about twenty in all, and various phases of advertising are treated by Otto J. Koch, of the Milwaukee Advertising Agency, Joseph E. Kathrens, of the Pabst Brewing Co., Edwin B. Lord, of the Wilbur Seed Meal Co., Richard B. Watrous, of the Citizens' Business League, John Lee Mahin, George Cecil, the *Sentinel's* London correspondent, and others who are practically engaged in publicity. The articles contain much that has been said before, but are well worth preserving.

AN adwriter should emulate Lincoln's liking for the plain words of the plain people—the democrats of the dictionary, homely, simple, direct.

THE latest production of the Matthews-Northrup Works, Buffalo, N. Y., is a sixteen-page souvenir booklet for Lieber & Co., theatrical managers, describing Viola Allen's production of Hall Caine's new play, "The Eternal City." The cover design is a fine poster effect, the title page is done in old English style, the text is worked out with individual ornaments for each page and a number of excellent halftones show scenes in the play. Liebler & Co. recently published a similar souvenir for Kyrle Bellew's production of "A Gentleman of France," which is also under their direction.

AN interesting catalogue of the mediums comprised in the service of the Atlantic Coast Lists comes from the office of that combination, 134 Leonard street, New York. It consists of ninety-two pages, the papers being listed on the odd ones, with interesting statistics of the whole Atlantic coast upon the opposite side. This service now embraces 1,500 country weeklies, fifty-seven per cent of which are the only papers published in their respective towns. Eighty-four per cent are either of this class or are published at county seats. An average circulation of 600 copies per paper per issue is guaranteed. It is estimated by statisticians that but twenty-six per cent of the people of the United States live in cities, while nearly seventy-five per cent of all the newspapers in the land are country weeklies. The mediums in the Atlantic Coast Lists are said to reach one-sixth of all the country readers in the United States. The service comprises mediums that center upon New York City, Philadelphia, Pittsburg, Baltimore, Boston, Atlanta, Vicksburg and Birmingham. The catalogue is printed in attractive style, with a fine cover design, and will be likely to prove useful to any advertiser interested in general propositions.

LOWELL said of Emerson that "his eye for a fine telling phrase that will carry true is like that of a backwoodsman for a rifle." An adwriter has need of such an optic.

THE old-fashioned Baltimore *Sun* has broken over another old-fashioned rule and now has an old-fashioned special agent in New York, one of the oldest of the old-fashioned specials, Mr. Leander H. Crall, whose office is in the Times Building.

MR. RUFUS A. RUSSELL, business manager of the *Metropolis*, the oldest evening paper in the State of Florida, published at Jacksonville, has got into the habit of preparing a little editorial on advertising every day. These little editorials average two or three hundred words, and, of course, are intended to increase the patronage of the *Metropolis*. By way of showing his work and method Mr. Russell sends some clippings from issues of the past two months. His specimens are thoroughly commendable. Sometimes he writes a factful story, at others he uses interesting statistics, while again he preaches want ads or retail publicity. His argument is always varied and never dull:

The *New York Herald* in its Sunday issue ordinarily has ninety-six pages. Of this forty odd pages are solid advertising. The classified advertisements reach into the thousands. They have advertising contracts with individual merchants that amount to \$50,000 or \$60,000 a year. The one issue, perhaps, Sunday morning, pays a revenue of \$40,000. The single paper weighs nearly two pounds. It is believed to have a smaller circulation than either the *New York Journal* or *World*, and yet this immense amount of money is paid by thousands of people, who have been doing the same thing for many years, and the number of advertisers and volume of business increases from year to year. The people that do this advertising are bright, intelligent business people in the brightest town on the face of the earth. Would they do it if it did not pay? Now you know, if you know anything, that it pays these people to do this; and yet the *Metropolis* has in the city of Jacksonville, to say nothing of its large State circulation, what is represented by the circulation in New York City of every morning or evening paper. Therefore, you get the opportunity in one paper in the city of Jacksonville to accomplish comparatively the same result that in the city of New York you would have to use every paper in the town, either in the morning or in the afternoon, to accomplish. You ought to advertise your business. You ought to advertise it all the time. And you ought to advertise it all the time in the *Metropolis*.

BRET HARTE speaks of

"Phrases such as camps may teach
Saber-cuts of Saxon speech."

This sort of phraseology gives an advertisement its incisive strength.

THE Philadelphia *Inquirer's Baby*, which was started five months ago as an eight-page chronicle of news and gossip about the staff of that paper, comes out with sixty-four pages of highly interesting miscellany and sundry pages of ads in its Christmas issue. Practically everyone in the *Inquirer's* large, capable family has something to say about his or her especial work, and the number as a whole is worth preserving as a handbook upon practical newspaper making in all its phases. The decorations on the covers are particularly good, and there are many excellent views of the paper's various departments.

ONE of the finest symbols that can be used for a trademark is the Geneva cross, or emblem of the Red Cross Society—provided, of course, it is appropriate to the goods with which it is associated. This little square white cross on its red background not only stands out wherever used, but through the Red Cross Society's work and other associations has come to symbolize cleanliness, healing, safety and many another desirable quality. A barber shop on Broadway near Twelfth street advertises its method of sterilizing tools and taking precautions for its patrons' health. It is called the "Antiseptic Barber Shop," and upon its signboard a prominent place is given the Geneva cross, which stands out with a distinctness all its own. The sterilizing apparatus now used in the best establishments offers an entirely new line of arguments for advertising barber shops. The Geneva cross offers a ready-made and forceful trade mark for those in this business—a symbol that will eventually replace the striped barber pole, which really belongs to the days when bleeding and cupping were the chief remedies for every ailment from croup to smallpox.

If a publisher won't state circulation—and prove it—there's a “nigger in the woodpile” somewhere.

THE successful advertiser is the constant advertiser.

Do not brag about yourself. If any bragging is to be done, have your customers do it.

THE *Telegram* again followed last year's custom of giving away papers to street newsboys on Christmas, with the result that 226,400 copies were sold on that day. A new feature of the small exchange ads is the “children's section exchange,” in which youthful readers may advertise things that they do not want in trade for things that they do. It is rather odd that advertisers do not cater more carefully to children, when one comes to think of it. In such publications as the *Youth's Companion* the gist of advertising is aimed at grown folks, while an ad that will appeal exclusively to children is wholly unknown in a daily paper. Yet with such a medium as the *Telegram*, going into the homes and catering especially to the youngsters, it would seem as though mail order folks who exploited the right article at a dime or quarter ought to get returns in paying quantity.

“THE PRINT SHOP,” located at St. Catharines, Ontario, and described as “a Canadian printing place where fine books and things are made,” has issued the first number of a periodical called *Impressions* which speaks well for the quality of its product. Several sides of advertising are touched upon by writers who contribute original articles, but the keynote of the publication is good printing, and this initial issue is largely made up of reprinted matter bearing upon that subject. Among the latter is part of a PRINTERS' INK interview with Mr. James Ward Thorne, of Montgomery Ward & Co., Chicago, telling of that concern's policy regarding large editions of booklets and other literature. Miss Lillian G. Keyes, who is advertising manager of the Semi-ready Clothing Wardrobe, New York, contributes an article upon booklets. The cover is especially commendable, being an original photograph of great beauty, while the typography is practically letter perfect.

In his series on “The Money Kings of the World,” now running in the *Saturday Evening Post*, W. T. Stead calls attention to the fact that the Rothschilds took their name from the sign hung out by the founder of the family. The first of the great money kings was Mayer Bauer, the son of a Jewish merchant, born at Frankfort, Germany, in 1743. After beginning an education for the Synagogue, he entered the business of money-lending in his native city. Money-lenders in those days advertised by means of signboards, bearing trade marks or emblems resembling those of the old English inns—Blue Boars, White Horses, Cats and Fiddles, and the like. Young Bauer took as his advertisement a red shield, which is “Rothschild” in German. Under this emblem he prospered exceedingly, and eventually when the name of Bauer was discarded for something less homely, the patronymic of “Rothschild,” or “Red Shield,” was adopted.

ANENT the question of advertising a funeral director's business, Mr. C. J. Moore, of the *Record*, McComb Ohio, submits a large display ad clipped from his paper, in which Bright & Renshler, doing an undertaking business in Findlay and McComb, Ohio, use two distinct lines of argument. The first is embodied in a simple business card, announcing that the firm has a lady assistant and embalming specialist, and can furnish stone and slate vaults. The second is more novel, for it advertises a mutual benefit association in which, by paying twelve cents per month regularly, a member is entitled to a funeral costing \$100, no matter how short a time the dues have been paid. This association, which is only two years old, has a membership of 6,000 in Hancock County. Stress is laid upon the fact that it will take seventy years to pay in \$100 at twelve cents a month.

It all depends upon the game one goes out to hunt. One uses bird shot for quail and a rifle-ball for a deer. In the writing of advertisements one must consider the people he wishes to reach. Common sense and sound reason are desirable for men and women, while boys and girls may be convinced by appeals to fancy.

THE stork brings a new baby to the Little Schoolmaster's large family — *Judicious Advertising*, published by Lord & Thomas, Chicago. The title of the new youngster, which will be issued monthly, is the catch phrase of this agency, familiar in its advertising for many years. The printing is of fine quality, while the contents of the first issue are thoroughly commendable from the literary standpoint, and do much to lead one to believe that the editors will hold to their intention to "deal with facts and actual conditions, not theories, surmises or supposes. If we catch any rapid theorizing creeping into these columns we shall go after the objectionable feature with a cudgel."

WILLIAM PRESTON LEECH, recently appointed to succeed J. B. Eliot as business manager of the *San Francisco Chronicle*, has been a conspicuous figure in the Eastern newspaper world. The *San Francisco Wasp* considers the fact that he was chosen by M. H. DeYoung a fitting proof of his standing and ability, for the proprietor of the *Chronicle* possesses an unerring judgment of the capacity of his employees. Mr. Leech has been engaged in newspaper work since boyhood, and although only forty years of age, is regarded as one of the leading men of the profession. For many years he was connected with Scripps's League of newspapers. Stilson Hutchins, upon purchasing the *Washington Times*, installed Mr. Leech as his business manager, and he soon placed the publication in the very front rank of newspapers. Upon the recent purchase of the paper by Frank A. Munsey, he was given its general management, from which he resigned to identify himself with the *Chronicle*.

By the provisions of a law which went into force last autumn no lawyer in New York State is permitted to advertise for divorce cases. Immediately after the statute went into effect there was a cessation in this class of advertising, but now it appears that ways are being found to violate the spirit of the statute without materially encroaching upon the letter. A Broadway firm announces that it will "quickly adjust domestic difficulties," while others merely advertise themselves as lawyers, trusting to the intelligence of the public to understand that divorce practice is implied.

FROM the *Manitoba Free Press*, Winnipeg, Canada, comes an unique Christmas souvenir in the shape of a little canvas sack of pemmican, the dried meat provision known to all boys who have read books of Arctic travel. Early last spring the *Free Press* Company sent a request to have a supply of this food prepared at Fort McPherson, a Hudson Bay Company's post sixty-five miles within the Arctic circle and 2,978 miles northwest of Winnipeg. Pemmican is still used in this region, which, according to manager Macklin, of the *Free Press*, is not many days' march from the headquarters of Santa Claus. An old trapper made a quantity from reindeer's meat, and this, together with a most interesting little pamphlet descriptive of pemmican, was sent out to the friends of the *Free Press* at the gladsome Yuletide, together with a few words on behalf of that paper as an advertising medium. The *Free Press* circulation is 16,217 (claimed) for November, and the publishers aver that it not only has a larger city circulation in proportion to the population of Winnipeg than any newspaper published on the American continent in a city of Winnipeg's size. While these claims will doubtless need strengthening by pemmican or some other strong food, there is no question that the *Manitoba Free Press* is a fine daily newspaper, and its odd holiday gift will do much to fix it in the memory of those who buy advertising space.

"PROFITABLE PUBLICITY" is a booklet from the Storey-Freer Publicity Company, 13 Oxford Row, Leeds, England. It contains talks on advertising in general, shows specimens of this concern's work, and emphasizes the fact that under the British government's new parcels post arrangement with the American express companies, enabling English merchants to send packages from England to San Francisco at one-fourth the cost of sending them from New York, the British mail order advertiser can do a profitable business in the United States.

THE life of the average manager for the general advertiser is short. Munyon has had half a dozen during the past couple of years. J. C. Ayer & Co. have passed their advertising through three different managers within little more than a year's time. The *Advertiser* tells of a St. Louis firm that is supposed to have about two hundred and seventy-three different advertising managers inside a short space of time. This figure is probably exaggerated by about two hundred and sixty-five, but it serves to give the right impression. The really good general advertising man must have a general knowledge and worldly experience. He must be familiar with business systems, with inside and outside salesmanship, with everything in fact that is allied to any business with which he is likely to come into contact in the fulfillment of his labors. He must be acquainted with everything from factory methods to retailing problems and from patent medicines to shoe strings, or tooth picks. He must know all about mediums, the prospects in different sections of the country, the possibilities in foreign lands, and be large enough mentally to grapple with this task. This man must be one who is experienced; one who has ideas that have not been worked to death; one who knows how to execute a good plan; one who has been through the mill and profited by his own as well as other people's mistakes; in short, one who knows more about the business and how to increase its volume than the man who owns it.—*The Advisor for December.*

On the first of January the Chicago business of Butler Brothers will be moved to new buildings on the west side of the Chicago River, between Lake and Washington streets. This new home has several distinctively modern facilities for handling a great wholesale trade in general merchandise. Covering two city blocks, with thirteen stories and more than 600,000 square feet of floor space, the buildings are joined at Randolph street, which runs between them, by an underground tunnel and an overhead alley, enabling the firm to transfer goods from one to the other with ease. Along the river front is a private railway track, making it possible to ship directly into cars from "Butler station" and connect with any railroad entering Chicago. Besides the latest things in the way of telephones, tubes, automatic elevators and freight carriers, there will be an artesian well 1,750 feet deep, a restaurant for employees and customers, a catalogue department on the top floor, with its own composing room, and a "sample room" covering two entire floors, or 40,000 square feet of space. Mr. F. C. Cunningham, advertising manager of the firm, points to the fact that this immense business, together with that done by Butler Brothers' New York and St. Louis houses, is the direct growth from a humble start in Boston in 1877, and that it has been built up almost entirely through advertising. Butler Brothers have long been distinguished as a house that employs no drummer, but sells exclusively through its catalogue, called "Our Drummer." This book, which has produced "the largest continuous wholesale structure in the world," is revised monthly, and the last edition contained about 40,000 cuts. One hundred cars of paper were used for the issues of 1902, and it is estimated that more than 300,000,000 pages will be printed during 1903, or an average of four pages to every person in the United States. This catalogue goes to 100,000 buyers, but its circulation is strictly confined to the trade.

SIMPLICITY is strength.

MR. GEO. M. EVENSON, of Evenson Brothers, St. Peter, Minn., forwards a page ad of Christmas goods that appeared in the St. Peter Herald, asking for criticism. So far as the Little Schoolmaster can see, the page is excellent advertising for a general store. The typography suggests the limitations of a small printing office, and some of the cuts are a bit out of joint with the times, but the whole ad is business from top to bottom, offering definite articles at definite prices, with a word or two of suggestion to the "men folks" as to appropriate gifts for wives, mothers and sweethearts.

WHILE the press of the United States holds a somewhat irreverent opinion of the *Commoner*, Mr. Bryan has no reason to complain of its success in the pecuniary sense, if rumor can be depended upon. The paper is now reputed to be one of the most desirable newspaper properties in the West. According to a prominent Chicago politician who was one of Mr. Bryan's lieutenants during the last campaign, more than \$750,000 has been received for subscriptions since the *Commoner* was established two years ago, and the same authority avers that none of this money has been used for expenses, as the advertising revenue has exceeded cost of production by \$125,000. These figures are said to emanate from the region of the throne. In the last issue of the American Newspaper Directory the *Commoner* is accorded a "G" rating, which is the hieroglyphic used by the editor of that publication to express his conviction that the *Commoner* prints an edition exceeding 4,000 copies weekly. There is so wide a discrepancy between \$750,000 and the sum that would ordinarily be received in two years for 8,000 copies of a weekly paper at one dollar per year that a detailed circulation statement over Mr. Bryan's signature would be interesting quite apart from his autograph.

THE United Cigar Stores established in Chicago are fighting a combination of local dealers through the medium of the newspapers. Page and half-page spaces

are used freely, and some of the arguments set forth are very able and convincing. The following is taken from a recent Sunday ad:

When we came to Chicago it was with the avowed intention of making money. We knew the opportunity was excellent. We knew that good, clean, healthy, modern stores could exist on even a less margin of profit than was ordinarily demanded of the consumer. We knew that if we surrounded the cigar trade with the high class system of merchandizing which has been responsible for the success of such concerns as Marshall Field, Lyon & Healy, C. D. Peacock, and other firms of note that the people would give us a cordial welcome and be glad to extend their patronage. Our hopes have been realized. We are not in the least surprised. We would have been amazed had it proved otherwise. Had any other business man, or association of business men, realized the opportunity that existed, he, or they, could have accomplished precisely the same thing in precisely the same way with the same amount of energy and business intelligence. We happened to see the situation first and took advantage of it, as you would have done under the same circumstances. So that we see nothing extraordinary in our success because the conditions were here. These stores are business places. We assume that when a customer enters he wants cigars and wants them without delay. We assume that he is a business man and has no time to waste. Therefore, we provide no chairs or benches. We provide intelligent clerks who know the stock from end to end, who sell you what you want, not what they may want you to have or "something just as good." We have no especial brands to "foist upon the unwary," but deal in all the best brands made, so that if you do not know what you want there is a magnificent stock to select from and the clerk will help you if you ask him. Our imported cigars are imported, and we make a specialty of the imported trade. We do not claim our prices on imported stock are low, though the same small percentage of profit prevails as with all domestic goods. But we do claim that when you ask for an imported cigar in any one of our stores you get a genuine imported brand. Should any other store offer imported cigars for less money than we do, be very careful that you are getting what you ask for. As to union-made cigars. We carry only the best brands manufactured and more of them than any retailers in the world. You will not find in our large stock of union-made cigars any that bear the taint of the cheap Pennsylvania shops, and union only in name. They are all pure stock, made by the best union makers who pay the best union scale, and cigars that would sell on their merits alone even though the union label did not accompany them. We do not overlook the quality for the sake of the label, but quality and label together prove a formidable combination. There are reasons for our success.

Leading Newspapers

Seven Separate Selections Compiled
by the Editor of PRINTERS' INK

1. **Leading Newspapers. Considered by States,** from the Advertiser's Standpoint. A fifty-six-page leaflet, sent by mail for ten cents.
 2. **Greatest Circulations.** Comprising all periodicals believed to issue regularly so many as seventy-five thousand copies. A twelve-page leaflet, sent by mail for ten cents.
 3. **Sunday Papers of Largest Circulation.** Enumerating all believed to issue regularly so many as ten thousand copies. A twelve-page leaflet, sent by mail for ten cents.
 4. **The Religious Press.** Considered from the Advertiser's Standpoint. A twenty-four-page leaflet, sent by mail for ten cents.
 5. **Agricultural Newspapers.** Considered from the Advertiser's Standpoint. A twenty-four-page leaflet, sent by mail for ten cents.
 6. **Foreign Newspapers** in the United States. A list of the best, considered from the Advertiser's Standpoint. A twenty-four-page leaflet, sent by mail for ten cents.
 7. **Class and Trade Papers.** Considered from the Advertiser's Standpoint. A forty-eight-page leaflet, sent by mail for ten cents.
- For the seven lists send seventy cents.

GEO. P. ROWELL & CO.

PUBLISHERS

**No. 10 SPRUCE STREET
NEW YORK**

The seven lists, carefully revised, will be published shortly in book form and sold for **ONE DOLLAR** a copy. For most advertisers this will be a much more useful volume than the American Newspaper Directory, which costs ten times as much. Special rates will be made to publishers of newspapers who desire these lists, or copies of the proposed book, in hundred or thousand copy lots. Extra pages can be added, if desired, and specified pages or paragraphs can be printed in colors. One object of these publications is to make conspicuous the errors of the American Newspaper Directory circulation ratings and classifications, if there are any, and thereby lead to their detection and correction.

EVERY BUYER READS IT.

NEW YORK, December 24, 1902.

Editor American Newspaper Directory, City:

If you are practical people you will readily understand that the difference between printing 500 copies and 1,000 is so trifling that it would be a very unbusiness-like action on the part of any publisher not to accept the additional 500 copies even if he did not know what to do with them except to use them for sample copies.

The writer has been twenty-five years in active work in the trade journal world, and while not claiming to know all as yet, he has an idea that there are a few things that he does know and one of these is that the *House Furnishing Review* was started in 1892 and has been vigorously pushed ever since, and if after ten years of hard work and liberal expenditure of money the circulation of the paper was not over 500 copies, he would consider his time and money wasted and would try other lines of business. We do not ask for any rating in your book, as we know that we would never receive credit for any statement that we would make. We have no exchange list, no sample copies. Our circulation is a paid circulation and there is not a buyer in our line but what reads our publication.

Very respectfully,

I. B. SCOTT, Publisher,
The House Furnishing Review.

THEY ARE LIKE WHISKY.

PORTLAND, Ore., Dec. 16, 1902.

Editor of PRINTERS' INK:

Will you kindly inform me as to the standing of the Chicago College of Advertising and what your opinion is regarding a course of advertising as imparted by them. Yours truly,

ALBERT L. STONE.

All advertising schools are good. None are perfect. They are improving. If every student does not get his money's worth he may still congratulate himself that he contributed to a good cause, and furnished his quota of means to advance the schools toward perfection.

SELLING TOMBSTONES.

MINNEAPOLIS, Minn., Dec. 24, 1902.

Editor of PRINTERS' INK:

In your issue of December 17th, Charles R. Hartung of Memphis, Tenn., asks for advice concerning advertising for his tombstone business. We would suggest that he buy the current death notices from the papers in the territory in which he wishes to advertise from some clipping bureau which covers this territory, and that he specify that he wishes only such notices as give name and address of a surviving relative. To these relatives he can send either his salesmen or personal letters. This has been found a very effectual means of reaching the people who are in the market for such goods. Hoping this suggestion will be of value to him we remain, Yours very truly,

INTERSTATE CLIPPING BUREAU,
Robert L. Pollock, Manager.

THE "WEEKLY NAVAL STORES REVIEW."

SAVANNAH, Ga., Dec. 24, 1902.

Messrs. G. F. Rowell & Co.:

NAVAL STORES.

Under this heading a weekly paper is issued at Savannah, Ga., but its circulation is small and the reason for its existence not absolutely apparent.

The above I clip from your "Class and Trade Papers," recently received by me. It seems to me that this is a grossly unjust and improper publication when, by a simple request, you could easily have ascertained the facts and found out that there was a legitimate field for this paper and that it is filling it to the satisfaction of its patrons, scattered all over the country and Europe, now exceeding 1,100.

For your benefit, allow me to state that naval stores include spirits, turpentine, rosins, pitch, rosin oils, tar, etc., Savannah being the chief primary market of the world. Here the prices for spirits and rosins are made daily and here are the headquarters of the chief factors and buyers. From here these products aggregating many millions of dollars value yearly, are shipped north, west, and to all parts of the world. Chief among the consumers are the soap, paint and varnish manufacturers, the makers of lubricants, etc. Engaged in the production of naval stores are some 1,000 firms, the last census showing a capital of nearly \$12,000,000 employed, with the products for the year of the value of \$20,000,000 and employing 40,000 hands. The *Weekly Naval Stores Review* is now in its twelfth year. It meets the need for information as to the crop movement, the course of the market, the shipments, etc., of these products. It is recognized as the standard authority in such matters, and among its subscribers it classes such firms as the Cudahy Packing Co., N. K. Fairbanks Co., Procter & Gamble Co., Armour Soap Co., American Varnish Co., Pittsburg Plate Glass Co., Standard Oil Co., Lever Bros., John Lucas & Co., Pratt & Lambert, Standard Varnish Works, and several hundred other large and small manufacturers of this country who find it of value to them in their purchase of supplies. Many of them have been subscribers for ten years. The *Review* goes in large and increasing numbers to England, Germany, France and other European countries among similar classes of manufacturers. If you have any doubt about this you can consult Paterson-Downing Co., of New York, the chief rosin exporters of the world, or any of the factorage or exporting houses in naval stores. I go into the matter at length because I feel that your little booklet does me a great injustice and one that could easily have been avoided. While I confine my advertising exclusively to the naval stores business and allied lines I realize that such slurring statements as that made by your book do damage. Very respectfully,

THOMAS GAMBLE, JR., Manager.

SOME merchants say their sign is one form of advertising, and it is true; so are jeans one kind of trousers.—*White's Sayings.*

THE ONLY WHITAKER.

Boston, Dec. 26, 1902.

Editor of American Newspaper Directory:

I have no objection to explaining verbally to any representative of your publication, who may happen at any time to be in this city, the full facts as to the circulation of the *New England Farmer*. But reasons, which I think would be recognized by you as perfectly satisfactory, lead me to make no statement in accordance with the form shown in your circular. I can satisfy the most rigid inquiry that the circulation is much larger than you give me credit for.

Yours truly,

Georn Whitaker

Manager *New England Farmer*, established 1822; *Our Grange Homes*, the only New England Grange journal.

It's easy to fool an advertiser if he will call; but to fill out a false statement and sign it—that's different.

LEADING BAPTIST NEWS-PAPERS.

(From an advertiser's standpoint.)

The publishers of American Newspaper Directory pride themselves on the accuracy of their reports. Recently the editor of *PRINTERS' INK* compiled and published a list entitled "The Religious Press." Out of 158 Baptist papers they name the most important and worthy of notice. In these they do not include the *Watchman*, Boston; the *Standard*, Chicago; *Western Recorder*, Louisville, Ky.; all of which are superior in denominational influence to the most of those mentioned in their list. Furthermore, they are recognized among Baptists necessary to complete any list of representative Baptist papers. Of those mentioned one is a Sunday School child's paper which in no way aspires to be a denominational organ. Is such information worth much to the advertiser?—*The Central Baptist*, St. Louis, Mo., Dec. 13, 1902.

PRINTERS' INK, setting itself up as the Little Schoolmaster in the Art of Advertising, asserts that a principal reason for publishing the list referred to was the purpose of detecting and making conspicuous the Directory editor's errors, if errors there are, and thereby lead to their correction. He fails to understand that a Sunday school paper going to the children in nearly four times as many thousands of Baptist families as any other Baptist weekly should not be considered a choice medium through which to appeal to the parents of those children. That the *Watchman* of Boston, *Standard* of Chicago or *Recorder* of Louisville claim in recent years to issue regularly so many as 10,000 copies, or

even half that number, the Directory editor has not been able to find out. Because a paper is old and respectable and was once influential, does not, to the advertiser of to-day, seem a sufficient reason for putting a very high value on it as an advertising medium unless it still prints copies enough to make its circulation worth considering. The papers that benefit an advertiser are those that are taken by the people of to-day, not those of yesterday.

THE CASE OF PATRICK J. FOGARTY.

KINGSTON, N. Y., Dec. 29, 1902.

Editor of *PRINTERS' INK*:

The letter from Mr. Jos. C. S. Nottage in *PRINTERS' INK* of December 24th interests me. I am in the same position. I have taken a course of adverting from the Correspondence Institute of America with the same results. Since August 6th I have read *PRINTERS' INK* every week. My salary would not allow me to pay the yearly subscription, so a newsdealer gets it for me weekly. The Little Schoolmaster has been my best teacher. Like Mr. Nottage, my education is limited, but my ambition is to become an adwriter. I want to strike for the goal now, being twenty-two years of age; I may miss it later on. I am respectfully yours,
PATRICK J. FOGARTY, 32 Meadow St.

WHAT WOULD HAPPEN?

I wonder what would happen if Jim Dumps, on some fine day,
Should flirt with Miss Erect Form on the bills across the way,
And Mrs. Dumps should see it all, and put some Force in him—
I wonder—oh, I wonder—would he still be Sunny Jim?
I wonder what would happen, if Omega (of the geese)
Should dish out his philosophy on the New York police,
And for this pains should get a rap that raised a dreadful boil,
I wonder—oh, I wonder—would he use Omega Oil?
I wonder what should happen, if young In-er Seal should slip
Upon the slippery pavement, and dislocate his hip,
And scatter o'er the road around, his box of In-er Seals—
I wonder, "in the future," would he wear O'Sullivan's Heels?
I wonder what would happen, if the little Gold Dust Twins,
Who scrub the floors and rub the doors and polish up the tins,
Should go out on a strike because they have to work so late—
I wonder what would happen—do you think they'd arbitrate?
I wonder what would happen, if Wilson's Whisky High-Ball
Should take a drop too much some day, and drop down from the wall,
And down upon the heads of Broadway's passers-by should fall—
I wonder what would happen then—I wonder—well, that's all!
—A. Hoyt Levy, in *Profitable Advertising*.

I love my love with a "B."

The best publication on earth for you if you are the least bit interested in advertising is **PRINTERS' INK**.—*R. H. Brown, Evansville, Ind.*

PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, is the finest encyclopedia of advertising published.—*Julius L. Brown, Chicago, Ill.*

PRINTERS' INK is called the Little Schoolmaster of advertising because it first conceived the idea there was a field for successful work along its line.—*A. W. Banks, Austin, Texas.*

Each page of **PRINTERS' INK** creates a thirst for knowledge. Each copy gives an idea of how to advertise. Each volume is an education in advertising.—*W. I. Benedict, Belding, Mich.*

PRINTERS' INK stands for push and energy, original ideas, caution and foresight in business management. These are what a young business man most needs.—*M. Burg, New Ulm, Minn.*

Advertising is now a recognized business, and **PRINTERS' INK** by its weekly visits will give you valuable suggestions as to the best methods of reaching the public.—*J. C. Brimblecone, Newton, Mass.*

PRINTERS' INK, the Little Schoolmaster of advertising, gives you the cream of advertising suggestions. It is to the advertiser what the mother is to the home.—*W. S. Bryan, Talmage, Nebraska.*

PRINTERS' INK contains every week original articles and thoughtful sayings by reputable men who have established mammoth enterprises. It also tells not only how, but how not to advertise.—*T. C. Bradley, Geneva, N. Y.*

Advertisers—those who wish to make their ads bright, effective and productive of results—should read **PRINTERS' INK**, the journal for advertisers. It has in many instances furnished the beacon light which guided a business to success.—*R. M. Bryan, Tennesse, Ga.*

Retail dealers who advertise want to know how to do better advertising—how to make advertising bring better results—what kinds of advertising pay best—what kinds it pays to let alone. There's a paper called **PRINTERS' INK** that will give more information about advertising than you can get anywhere else.—*Charles E. Bennett, Minneapolis, Minn.*

PRINTERS' INK is both a text book and bureau of information, invaluable to the advertising world. It reflects the current thought and points the influences and tendencies in the modern art, science and business of advertising. To read it carefully and thoughtfully every week is to educate your advertising talent. To adopt its precepts is to avoid disaster.—*Myron H. Bent, Antwerp, New York.*

There is no publication in existence to-day that so adequately and com-

pletely fills the wants and needs of advertisers and business men as **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising. Its pages are brim full of practical knowledge of inestimable worth to business men, especially to those seeking the best information regarding the work of planning, preparing and placing advertising matter.—*F. Wilbur Brown, Bath, Maine.*

Advertising should be personal salesmanship multiplied—intensified. It should represent the seller and his goods. Studying advertising is attractive because it includes all the important moves in the game of business. There is a key, a lexicon, a guide, for the study. The things written have the flavor of reality because the writers are doing the business they write about. The name of this guide is **PRINTERS' INK**.—*Seth Brown, Cleveland, Ohio.*

You can no more be the "full man" in advertising without reading **PRINTERS' INK** than you can be a healthful man without taking nourishment. **PRINTERS' INK** tells how the successful business man has built up his business by judicious advertising. It tells how the expert advertising man manages the advertising of large concerns. It reproduces ads which have special merit; it has a ready-made ad department, in which are model ads for all lines of business.—*Mason Britton, New York City.*

PRINTERS' INK will aid the advertiser in preparing copy that will make the use of printers' ink more profitable. You will find the Little Schoolmaster a competent advisor, a practical educator and profitable friend. It is unique, interesting, meaty, spicy, good.

The readers of **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising, may be found among the most progressive advertisement writers, merchants, clerks, editors, printers—in fact, all whose business in any way pertains to writing, designing or placing of profitable publicity.—*Oliver I. Baldwin, Lebanon, Ind.*

Of all the publications devoted to advertising, **PRINTERS' INK** is easily the star. No matter how artistically other publications may be embellished, **PRINTERS' INK** leads in the practical advertising value of its contents. To the novice it offers more good, sound advice and guidance than he can possibly obtain from any other printed source; while to the experienced advertiser it is a never-ending spring of pleasure and inspiration. **PRINTERS' INK** is the constant desk companion of successful advertisers—men who have won their success by the practical application of the principles which **PRINTERS' INK** teaches.—*Edmund Bartlett, New York.*

PRINTERS' INK is a remedy put up in weekly doses, and guaranteed to cure the worst case of allowing ads to stand three months before changing; of putting ten-cent matter into one-dollar space and using a large number of words and a number of large words, yet saying nothing. It is a powerful stimulant for overworked, run down, weakened and discouraged advertisers. It gives tone to business and is an excel-

lent tonic for young men just entering the field. Its ingredients are of the best that emerge from gray matter beneath the roots of gray hair. PRINTERS' INK is a staunch advocate and defender of what is right, just and equitable in advertising of every class.—E. B. Butterbaugh, Elroy, Wis.

It pays to be a reader of PRINTERS' INK. The advertiser instructs himself by perusing the many good articles and pointers it contains. The large and small advertising firms who give it much study find it an excellent mentor. Manufacturers and others interested in pushing business by advertising consult its pages with profit. Business men of the country towns get useful hints from the experiences of successful city firms. The editor and printer find something within its pages to educate them in writing and setting ads and general newspaper work. It is known the world over; imparts ideas that cannot be found elsewhere; covers the field among advertisers, adwriters and printers.—L. T. Butler, Stillwater, Oklahoma.

The Little Schoolmaster! These three words have "sunk deeper into the hearts" of thousands of persons during the last fourteen years because of their introduction and promulgation by PRINTERS' INK than could have been caused in any other way. And the honors have been justly earned. "Honor to whom honor is due." In the art of advertising there is no more powerful, prolific and valuable medium in existence in the wide world. Its merits are recognized, appreciated and utilized by advertisers and ad-experts, on more than two continents. Many hundreds of well-to-do pupils gladly testify to this great truth. For young men the field is riper now than ever to enter into the great study of expert advertising. By advertising the next few years, millions of dollars will be made, and experts will, in most cases, write the ad matter which will bring about this immense business.—S. M. Bowles, Woodford, Vermont.

PRINTERS' INK is a journal that treats the advertising problem fairly and squarely. It teaches facts, not theories.

Advertising is a necessity to the progressive merchant. PRINTERS' INK is a necessity to the successful advertiser. Therefore, PRINTERS' INK is a necessity to the progressive merchant.

If you want to learn how to write catchy ads that will bring positive results, or if you want to know how to increase the power of your ads, PRINTERS' INK—the Little Schoolmaster in the Art of Advertising—will suggest better ideas and do you more good than you could get in any other way.

In the modern business education, advertising is one of the most important branches, and to read PRINTERS' INK is to know how to advertise.—Cari E. Behr, Bloomington, Ill.

PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, conducts a school in which successful ad-

vertising is successfully taught by a successful teacher. The tuition is five dollars a year, fifty-two lessons.

There comes a time in the business career of all men, great and small, when they need advice about advertising. They want to know what others are doing in that line, and when, where and how to do it themselves. They want to know the experiences of those who have succeeded, and the causes of the failure of others. The local merchant, as well as the extensive manufacturer, needs practical advice from one who has given years of study to all sides of the advertising question. This advice and information may best be had by regularly reading that interesting and practical little journal, PRINTERS' INK. It opened the way and remains at the head of all the magazines published in the interests of judicious advertising.—Jos. B. Barger, Normal, Ill.

PRINTERS' INK is a unique pocket-size, muscular, weekly. It keeps you in touch with all that is latest and best in the advertising world. It arouses and sustains that enthusiasm without which no business can be successful.

Advertising is not a business luxury but a business necessity. Telling folks what you have is as important as the having. Point out a leading business firm and you point out a firm that advertises. Not "Shall I advertise?" but "How shall I advertise?" is the problem that confronts the business man today. Good advertising costs nothing. It pays for itself, and is a fascinating study. PRINTERS' INK is an authority—the authority—upon this vital subject. It has not elected itself to this high position save by deserving it but is conceded to be such by the men who spend money for publicity. All business men generally and young business men particularly should be interested in a paper that has done—is doing—will do—so much for the business man.—Samuel Baker, Buffalo, N. Y.

I have read PRINTERS' INK from the first number to the very last, and have a complete file of copies, bound and at hand. It is, to my way of thinking, the only advertising journal that treats advertising from the practical standpoint. There is too much theory in the vast mass of stuff published about advertising—too many things that have a pleasant sound. The interview is the most practical way of arriving at true principles and I seldom neglect those published by the Little Schoolmaster. I find help and suggestions in those that treat of advertising failures. Success is inspiring, but failure is instructive. Advertising is largely a matter of avoiding unprofitable methods and mediums—in knowing the things that cannot be done. If you can avoid the pitfalls that have been discovered by others you will come very near to making your own publicity profitable. PRINTERS' INK seems particularly keen at ferreting out these pitfalls and the amount of vital matter that it publishes in a year can hardly be equaled by all its offsprings put together.—C. A. Brownell, Detroit, Mich.

Advertising is one of the elements of

business success. Every business man cannot write ads. He must have help. Many country advertisers cannot afford to hire an advertising expert. **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising, should be the expert for them. It is a weekly journal for advertisers. Every business man, especially young business men, should read it. It is authority on all matters of publicity.

Advertising is the gate-way leading to success. The business man, the advertising man or the student of advertising can get no better start than by reading **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising. A single idea obtained therein may mean the foundation of a successful business or a prosperous future as an advertising manager.—*Harral C. Bilger, Chicago, Ill.*

PRINTERS' INK is a weekly journal devoted to the interests of all who advertise. The pioneer exponent in 1888, it is still the recognized authority. It deals with every branch of commercial announcement from the neat and unpretentious letter-head or business card to the strong, emphatic, many-hued billboard sign, and in a manner to benefit all. The work of advertisers everywhere is reviewed and commented upon—the good and bad points brought out for the readers' benefit. The new merchant who needs to gain the good will of the "old folks"—the "long established" fellow who wishes to let the newcomers know that he is still at the old stand, should subscribe for **PRINTERS' INK**—study it—grow in the knowledge of its teachings.—*Norwood W. Blake, Brooklyn, N. Y.*

To burn in—that is the original meaning of the word ink, and it goes back to the times when the old Greek and Roman emperors used a certain preparation for their signatures. **PRINTERS' INK** is the "live wire" of business under good control, and it "burns in" to your every fiber its vast hoard of advertising experience.

For fourteen years **PRINTERS' INK** has so successfully inculcated the methods that lead to results; that it is known as the Little Schoolmaster in the art of publicity. **PRINTERS' INK** talks directly to the subject of advertising in all its forms. It deals in a clear and practical manner with essentials. It has a fresh, crisp way of putting things. It is packed with information every week. Young men especially should read **PRINTERS' INK**, for advertising as a profession is one of the few fields of effort left for those whose capital is brains and their two hands. It is a dignified profession, too. It affords full scope for the best that is in a man or a woman.—*R. L. Bower, Cincinnati, Ohio.*

PRINTERS' INK will teach you new ideas. It will put life into your business.

There are distinctive qualities about **PRINTERS' INK** that makes it predominant over other journals devoted to advertising. It presents facts and theory in a bristling, stimulating way. It says

things that leave a dent in the minds of its readers.

A hundred reasons could be given why a young business man should read **PRINTERS' INK**, a journal of advertising and business management. It is the oldest journal of its kind in existence; it teaches advertising in all of its branches. The world's greatest advertisers and business men recognize it as the best authority.

There is no excuse for the merchant who fills his advertising space with: "Watch this space next week. Too busy to write an ad this week." The ready made advertisements in **PRINTERS' INK** fitting any business does away with this kind of foolishness; and they alone are worth many times the price of subscription.

Is the mainspring of business. It keeps the machinery in motion and leads to success. No business can be an absolute success and not advertise. It is a part of the capital. Few merchants understand advertising. This little journal, devoted to advertising, is read and studied by the world's greatest advertisers. **PRINTERS' INK** contains more valuable information than all other publications printed on this subject. It teaches advertising and business management in all its branches. It teaches the truth. It teaches how to prepare good copy. There is nothing in advertising that it does not teach.

A young man in business should read **PRINTERS' INK** because it teaches that which bears directly on his business. It is the best authority because it is published by men who have devoted most of their lives to the subject of advertising and business management. **PRINTERS' INK** is recognized as the best authority by the world's big advertisers, too. It teaches the kind of advertising that attracts the attention and loosens the purse strings of the public. A young man who knows nothing of advertising whatever can, by reading this little journal, become a successful advertiser and business man. It teaches all there is to be taught on these subjects. It is published especially for the interests of business men and advertisers.

Its teachings are set forth in ways easily understood by all. Its printed interviews with America's biggest business men every week are of great value. **PRINTERS' INK** is never stale. It is a great advertising reservoir.—*F. W. Barnett, Humboldt, Kansas.*

PRINTERS' INK is the recognized authority on advertising, and its sayings are quoted everywhere.

Every issue of **PRINTERS' INK** contains a vast amount of information about advertising—how others are making it pay—making it sell goods—how you can do it.

PRINTERS' INK is the advertisers' instructor; it is his trade paper. It is the most practical school of advertising in existence. Not a week passes that grateful pupils do not acknowledge their

indebtedness to the Little Schoolmaster for the inspiration and teaching that helped them to succeed.

The men of experience in business, as well as the young fellows just cutting their commercial eye-teeth, can get valuable pointers from **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising. It is interesting—intensely so. Its contents appeal to ambitious people. It is inspiring. You never see it lying about unread. It is always well thumbed. It is the recognized authority on advertising and its sayings are quoted everywhere. It is practically a text book on advertising.

PRINTERS' INK mirrors the progress of the art of advertising and lays out new and better ways. It leads and enlightens. It tells how to prepare advertising copy, how to select profit-bringing mediums, how to "follow up" inquiries and produce orders from them. It tells of the relative value of newspapers and magazines, gives advice on billboard advertising, street car cards, and how to secure effective printed matter. In addition to this, it touches upon the processes of engraving, illustrating and many more of the arts allied to advertising of which the advertiser needs to know.

Advertising is business promotion. To neglect publicity is to invite defeat and make easy the road for aggressive competition. There is a profitable way to advertise. To find the right method and follow it up is the problem that confronts every enterprise. It is here that **PRINTERS' INK**, the journal for advertisers, is valuable. It is a weekly text book on the subject of advertising in its many forms and has been of vast benefit to advertisers everywhere. It points the way to paths that have led others on to fortune. There are money making ideas in every issue.

To neglect proper publicity is to invite defeat and make easy the road for aggressive competition. There is a profitable way to advertise every business under the sun. To find the right method and successfully follow it up is the problem that confronts the head of every enterprise. It is here that **PRINTERS' INK**, the journal for advertisers, is so valuable. It is a weekly text book on the subject of advertising in its many forms and phases and has been of vast benefit to advertisers everywhere. It points the way to profitable advertising by taking its readers over paths that have led on to fortunes for others. It tells of successes. **PRINTERS' INK** is the guide to good advertising. There are countless money-making ideas in every issue. Hundreds of prosperous business men everywhere acknowledge its inspiring power.

Stenography, typewriting, bookkeeping and office work are overcrowded. The pay is small because the supply of workers is greater than the demand. There are thousands of bright young women plodding patiently along in these well-beaten paths, working long hours for small salaries, who might

double their income if they would study the art of advertising and learn to write and place advertisements. The field is fresh and the demand for capable adwriters and advertising managers is increasing because the business world sees more clearly every day the magnificent results to be secured from well-planned publicity. Dry goods stores, shoe stores, drug stores, furniture stores—advertising retailers in all lines of trade are learning to depend upon the professional adwriter. Manufacturers, jobbers, wholesalers—all need advertising and all need the services of some one who has made a study of it and who knows how to make it pay. Many progressive newspapers employ adwriters, at good salaries, to advise and assist patrons of the advertising columns of the paper. It pays to know how to advertise. Intelligent women can learn just as well as men. **PRINTERS' INK** is a weekly journal published for those who want to know more about advertising. Every issue contains practical, sound and safe advice of great value to all who seek profitable publicity. Any ambitious young woman, with a fair education, who will read **PRINTERS' INK** every week will learn a great deal about practical advertising and soon become capable of writing advertisements that pay. Many young women are already doing well in advertising work and some are highly successful. Department stores, advertising agencies and publishing houses find their work very satisfactory.—S. H. Busser, Saginaw, Mich.

The only thing which prevents kite advertising from being a success at all times is that each man is barred from using his own wind and the weather man is an uncertain quantity.—*White's Sayings.*

ILLUSTRATED EXPRESSION.



"A MAN OF MARK."

HOW TO ORDER HALFTONES.

In ordering halftone blocks the following rules should be observed:

1. Obtain the best copies, photographs or drawings, as the case may be, of the subject to be reproduced.

2. If conversant with the results to be obtained by the use of the various screens, state which screen is to be used; otherwise say exactly what quality of paper is to be used in printing.

3. State the style of finish preferred—straight edge, oval, circle, outlined or cut to shape, vignettied, or with fancy drawn border; and in ordering the first of these styles state whether one plain black line is to be left around the plate as a finish, or more, with a white line inside the first black line, or no lines at all.

4. State the number of inches wide you want each plate, or the number of inches high.

5. Give clear instructions as to the changing of copy, such as painting out parts not wanted, touching up indistinct portions, or making additions, as the case may be.

6. If a price has not been quoted, or the copy is not regular for reproduction at given rates published by most of the leading engraving houses, say about how much the job will stand for extra work of artists, photographers, or finishers.

7. State any special orders concerning mounting, as halftones are usually tacked all round to wood bases unless metal bases are ordered. If type is to be set close to plates, or space is an object, they can be mounted flush on either or on all sides.

8. Say how much time can be allowed for execution of the order.

9. Send copy carefully protected against rough handling in transit.

So much for the things the customer should know are requisite to be done. Here are the things he must leave undone:—

Don't write on the backs of unmounted photographs.

Don't send untuned and unfixed photographic prints for reproduction. Better send the photographer's negative.

Don't expect halftones at regular rates from colored copies.

Don't order plates "one-half" or "one-fourth" of copy.

Don't give dimensions, both length and breadth, of plates desired. The size is governed by the proportion according to a given height or width, unless part of the copy is trimmed off or ruled out before being photographed.

Don't send smaller photos than plates are to be, if it can be avoided.

If the plate is to be used in a newspaper and stereotyped with type forms, order, according to the subject, the halftone to be made through a fifty-five, sixty-five, or seventy-five-line screen and on zinc, as on this metal engravers are able to get greater depth on the plates, a valuable help in obtaining results from halftones when printed from stereotyped plates.

If the newspaper publisher prints direct from halftones, he still orders them

made through a coarse screen—either the eighty-five, one hundred, or one hundred and twenty, according to the subject, and to be made on zinc on account of the cost price and the printing quality or depth, most helpful when cheap ink and coarse paper are used.

If, on the other hand, the halftones required are for the higher grades of printing, such as trade papers, high class magazines, catalogues, booklets, etc., the printer will order his halftones made either through one hundred and thirty-three screen, one hundred and fifty, one hundred and seventy-five or two hundred, according to preference, quality of paper to be used, or the detail required in the plate.—*The Advertiser's Review*.

BRIGHT minds sometimes run in the same channel—but seldom with advertising minds. Put the advertising in one man's charge—with revisionary authority, if desirable, over his productions—but do not allow too many people to meddle with this work. The ideas of several bright men are likely to cover too wide an area to be effective when combined by a single production.—*The Advisor*.

It has been quietly whispered about that according to some newspapers the only business that doesn't require advertising is the newspaper business—which is peculiar, certainly.—*White's Sayings*.

GENERAL GRANT said, "I will fight it out on this line if it takes all summer." Keep your eye on your business. That is your line.—*The Zenith, Marshall-Wells Co., Duluth, Minn.*

NEVER tell anybody that daily newspapers will not bring mail orders—they will if the right ones are used.—*The Advisor*.

NEVER place advertising carelessly—and not at all unless you can see a possibility of getting sufficient returns to pay.—*The Advisor*.

SUCCESSFUL advertising is like stealing a melon when you were a boy—its mighty hard to get, but awful good once gotten.—*White's Sayings*.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS leads the list of afternoon papers in North Carolina.

REPRESENTATIVES WANTED for GOOD ROADS MAGAZINE, TELLER and electrical periodicals. POWERS CO., 150 Nassau St., New York.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Wants any two other papers.

STORIES of Jewish Life wanted by the AMERICAN ISRAELITE, of Cincinnati. Mark price wanted on manuscript and inclose postage for return if not accepted.

THE first of the year is the time to start a department of advertising. For a competent advertisement writer and manager, address "H. R. M." care of Printers' Ink.

COLLEGE MAN (aged 25), with adwriting experience, wants chance to show what he can do in New York. I have "go" and ideas. Write "E28," Printers' Ink.

INTRODUCER FOR MANUFACTURERS. Will handle first-class goods and supply solicitors. Bank references. New method. C. B. PERKINS, 227 Atlantic Ave., Boston, Mass.

NOVELTIES WANTED—My traveling men want novelties that sell to merchants, banks, etc., to go with calendar line. Correspondence with manufacturers and importers calendars solicited. ROBY, Fowler, Ind.

TO PRINTERS: The publishers of PRINTERS' INK ask for a bid from a competent printer for doing the composition, presswork and mailing. Address GEO. P. ROWELL & CO., Publishers, No. 19 Spruce St., New York.

TO PRINTERS: A bid is desired for getting out the semi-annual issue of the American Newspaper Directory. Composition, alterations, presswork and binding. Communicate with GEO. P. ROWELL & CO., Publishers, No. 19 Spruce St., New York.

WANTED—For New York City and in other principal cities of the United States, correspondents who have the ability and experience to write upon commercial, industrial and financial advertising topics, including the capacity to carry out assignments for interviews. Applicants must possess the faculty to write terse, virile, common sense English—a mind open to observe and conceive. Padders and space wasters are not desired. Write to "A. A. A.," care Box 672, New York City, giving references, short sketch of own life, and experience, if any.

ALL newspaper circulation managers to write for prices and samples of the ten different books published by us and written by Murt Halstead. They make paying premiums. Over 6,000,000 sold. Enormous demand for his latest books. THE DOMINION COMPANY, Dept. D, Chicago.

COMPOSITOR WANTED. A first-class man to take charge of composing room of monthly publication; must be good ad setter and make-up man and of good habits; liberal pay and permanent position to right party; applications from non-union men will be considered. Address RURAL PRINTER, care Printers' Ink.

EVERY publisher who will donate some space to the worthy cause of the Surplus Property Orphans' Home and Industrial School will receive a certificate in colors, suitable for framing in office. Write at once, stating how much you will give.

SURPLUS PROPERTY ORPHANS' HOME,
Box 85, Welsh, La.

ADVERTISING MEDIA.

THE home advertisers use the CHARLOTTE (N. C.) NEWS.

25 CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 8,000.

POPULATION, city of Brockton, Mass., 40,063. The Brockton ENTERPRISE covers the city.

THE CHARLOTTE NEWS prints more advertising than any other North Carolina daily. It pays.

25 WORDS, one month, 35c, classified column. 35 Circulation 75,000. FACTS AND FICTION, 234 Dearborn St., Chicago.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

CIRCULATION 2,500 semi-weekly. TOWN TALK, Ashland, Oregon. The country paper that brings results to the advertiser.

ROWELL'S Directory indicates that the CHARLOTTE NEWS and TIMES-DEMOCRAT are two of the best advertising propositions in North Carolina.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 25 Vandewater St., N. Y.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application.

LARGEST afternoon circulation, largest advertising patronage, most progressive city, most prosperous section of the State. These are some things that commend the CHARLOTTE (N. C.) NEWS.

THE YOUNGSTOWN, O., VINDICATOR, leading newspaper in Eastern Ohio. Daily, Sunday and weekly. Circulation statements and rates for space of LA COSTE & MAXWELL, Nassau Beekman Bldg., N. Y. City.

50,000 GUARANTEED circulation, 15 cents a line. That's what the PATHFINDER offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

PRINTERS.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 18 Vandewater St., New York.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of the things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too. PRINTERS' INK PRESS, 19 Spruce St., New York.

MISCELLANEOUS.

YOU can get a fac-simile reproduction of the Declaration of Independence by sending 20 cents stamps to Lock Box 1,000, Hawley, Minnesota. Will attract more attention than a thousand-dollar painting.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price. CONNER, FENDLER & CO., N. Y. City.

HALF-TONES.

NEWSPAPER half-tone is a good tonic to hustle a sluggish circulation. Try some. STANDARD PHARMACY, 61 Ann St., New York.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

FOR SALE.

THE CHARLOTTE NEWS AND TIMES-DEMOCRAT have the largest circulations in the best city and county in North Carolina.

YOU can buy space in the **Charlotte NEWS** at reasonable rates. It carries more advertising than any other North Carolina daily.

SPACE for sale in every issue of **FACTS AND FICTION** at 20c. per line. Circulation 75,000 monthly. It pulls results that pay. **FACTS AND FICTION**, Chicago.

PRINTERS' INK PRESS FOR SALE: The price may be paid in work. Apply to G. V. QUILLIARD, Jr., Manager the (Geo. F. Rowell Advertising Agency, No. 10 Spruce St., New York.

FOR SALE—Hudson River Weekly, within 7-miles of New York. Paying property. Established over 17 years. Model office and up-to-date equipment. Easy terms of payment. "W. E. X." care Printers' Ink.

MAIL ORDER.

HOW to start and stay. "Mail-Order Pointers," 50c. "DIRECTORY XX," Augusta, Me.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. **THE SHAW-WALKER CO.**, Muskegon, Mich.

BONDS AND CERTIFICATES.

THE best and the cheapest Bonds and Certificates. Write for samples and prices. **KING, 106 WILLIAM ST., NEW YORK.**

PREMIUMS.

MURAT HALSTEAD'S books have had remarkable sales. Over 6,000,000 sold in 6 years. Demand steadily increasing. We have published 10 different books by this author. Best of premiums for newspapers and wholesalers. Satisfactory prices. **THE DOMINION CO.**, Dept. D, Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 51st issue now ready free. **S. F. MYERS CO.**, 45-49 St. Maiden Lane, N. Y.

BOOKS.

DEPARTMENT STORE DIRECTORY. \$1 postpaid. 233 Broadway, New York.

BUSINESS OPPORTUNITIES.

WE have the best advertising medium in Chicago, and will advertise good-selling article (one only) on a royalty; or will buy an interest, or will buy the output for Chicago. Address Post Office Box 322, Chicago.

COIN CARDS.

33 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

ADVERTISING NOVELTIES.

DESK CLOCKS, bronze letter openers, thermometers, etc. **H. D. PHELPS**, Ansonia, Ct.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

ILLUSTRATORS AND ILLUSTRATIONS

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISEMENT CONSTRUCTORS.

STOCK letters that hit where you aim. **JED SCARBORO**, 557 1/2 Halsey St., Brooklyn.

EDWIN SANFORD KARN, writer and promoter of profitable publicity, 571 East Forty-third St., Chicago.

MAIL-ORDER ADVERTISING written and planned. Schemes devised. **EUGENE KATZ**, Boyce Bldg., Chicago.

HENRY FERRIS, his [H] mark. 918-920 Drexel Building, Philadelphia. Ad-writer, designer, adviser.

"WHAT Dooley Says." A few sentences or a booklet. Also the rest of the ad. **C. A. McFARLANE**, Buffalo, N. Y.

BANKERS and retailers should write on business paper for samples and prices, illustrated advertisements. **ART LEAGUE**, New York.

I write catalogues, bulletins, booklets, super-vise the photographing and engraving and the printing, too, if you prefer. Samples sent to principals only. **DAVID E. GOE**, Madison, Wis.

THE Misses Hoffman, 1206 Woman's Temple, Chicago, Ill. Advertising Designers, Writers and Illustrators. Insurance, telephone, savings bank ads special. Very truly yours, **THE MISSES HOFFMAN**.

"CONSIDERING the length of time that you have been doing our advertising, it's really surprising that you can still find new and interesting things to say about our clocks," one of my clients tells me. It's my business to do that, you know. **BENJAMIN SHERBOW**, Advertiser, 1019-1021 Market St., Philadelphia.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

SUCCESSFUL mail advertising means much more than sending out a lot of circulars to a list of names.

The conditions of the territory to be covered must be as thoroughly known to the advertiser as to the salesmen who travel for the opposition. Lacking thorough study, the work had better not be done.

I've been selling goods by mail for large houses for years. In some cases in connection with salesmen; in others, without. And I try to do more than simply "write." I aim first to study out the best selling methods.

Folder showing samples of my work on request. **EDMUND BARTLETT**, 150 Nassau Street, New York.

'TIS FRIGHTFULLY COSTLY!! For a man in any business or profession whatsoever, to be **FORGOTTEN** and this is what makes oblivion come so very, very "high." The man who is **REMEMBERED** by a buyer about to place an order is the man who gets that **ORDER** every time, whereas the man who is **FORGOTTEN** don't. I make a specialty of building little memory joggings "things" of various kinds that when persistently used insure their promulgator against being so **EXPENSIVELY FORGOTTEN**. Many of these "little things" of my "get" slip into the regular 6x envelope and into "leads" from No. 7 upwards and say in small space quite as much as need be said to a busy man with his thirst for "hot-air" and "padding" under perfect control. I'm always glad to send samples of my "doings" to those whose communications suggest possible business, and who know too much to use a postal card when asking that they be sent.

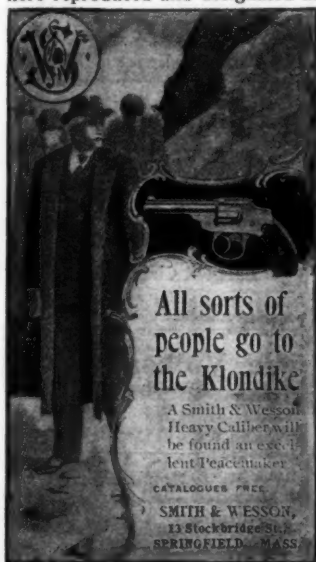
REMEMBER THIS, MY BRETHREN!! You cannot "refresh" a buying memory too often—if done discreetly.

FRANCIS I. MAULE, Commercial Literature of All Kinds, No. 30, 408 Sansom Street, Philadelphia.

COMMERCIAL ART CRITICISM.

By George Ethridge, 33 Union Square, New York.

The halftone is invaluable in commercial art and the wash drawing occupies a place which could not be filled by any method of illustration. There is a time and place for everything, in advertising illustration above all things. It is obvious that an illustration such as is used in the Smith & Wesson advertisement, here reproduced and designated as



No. 1.

No. 1, is weak and futile. It will be noted that an attempt has been made to make the picture of the revolver a strong feature of this ad by surrounding it by a heavier tone and separating it from the rest of the illustration. It is always desirable when possible to show a picture of the goods advertised, but in this case the revolver and its immediate surroundings do not form a harmonious part of the illustration and do not fit in with the general scheme of the advertisement. This advertisement occupied approximately one-

quarter page magazine space, and, while the original drawing had its merits, it was not at all appropriate for the purpose intended. Note the additional strength gained by design No. 2. The figures become real people—the man in the foreground is brought out strongly and the figures in the rear become something more than shadows. The dim distance behind the figures and the Rocky Mountain side are far more suggestive of the snow and ice of the Klondike than are the tones in the original drawing No. 1. The trade mark is



No. 2.

placed in a better position to give it prominence, and the picture of the revolver becomes a more appropriate and harmonious part of the illustration. The introduction of a trade mark, scenery, figures and the article advertised in a quarter-page ad is in itself a difficult problem and one which becomes doubly difficult when the attempt is made to produce a halftone that will be at all effective. In a case of this kind it is much better to use black and white and to endeavor to simplify the features introduced just as much as it is possible to do so.

A poor advertising man is like a sore tooth; you always know he is there, realize his shortcomings and yet hate to get rid of him.—*White's Sayings.*

You can lose more money on poor advertising than at a horse race.—*White's Sayings.*

Displayed Advertisements.

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

TRENTON TIMES, TRENTON, N. J.

Circulation Books Inspected by THE AMERICAN ADVERTISERS' ASSOCIATION.

TRENTON TIMES covers

Trenton—75,000 population.
Seventy-five suburban towns.
Delaware River Valley.

TRENTON TIMES carries

more classified advertisements,
more local advertising and
more columns of news and
advertising than any other
Trenton daily.

TRENTON TIMES circulation
Daily average November, 1902,

13,611

BUSINESS PLACED DIRECT.

Send for sample copy and rates.

PRINTERS' INK. a journal for advertisers. The representative paper of its class. Subscription 10 SPRUCE ST., NEW YORK. \$5 a year in advance.

WANTED!

A Competent Ad-Writer to take position as instructor in prominent concern. Send samples. State wages desired and experience. Address **J. H. BOWEN,** Box 233, Scranton, Pa.

New York Dramatic Mirror

191 W. 42d St., N. Y. Established 1879. Reaches weekly every manager, actor, actress, theatrical employee and the great theatre loving public in every town having theatrical interests in the U. S. See the line of representative commercial advertisements now running in THE MIRROR. Rates and sample copies on request.

The Most Popular Jewish Daily.

DAILY JEWISH HERALD

Established 1887.

Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the BEST advertising medium.

The Volksadvocat Weekly.

The only weekly promoting light and knowledge among the Jews in America.

M. & G. MINTZ,

PROPRIETORS.

132 Canal St., New York.

TELEPHONE, 985 FRANKLIN.

Circulation Books Open for Inspection.

The
Observer
Hoboken N.J.
Circulation...
(Guaranteed)
20,000

Send For Circular



of an **EXPERT'S** OPINION of the

CHESTER TIMES.

It is absolutely necessary to use **THE TIMES** to cover **SOUTHEAST PENNSYLVANIA.**

SWORN STATEMENT:

Daily Average for August, **9,177 net**

ChesterTimes

WALLACE & SPROUL, Pubs.,
CHAS. R. LONG, Business Manager.

F. R. NORTHRUP, 220 Broadway,
New York Representative.

Readers of German Papers

are among the best buyers of proprietary medicines or anything else which they need.

You do not duplicate circulation in advertising in the German papers, as must be the case in the use of English mediums.

The Toledo Express

has covered the German field of Toledo and Northwestern Ohio for forty-nine years and retains the advertising patronage of both local and general advertisers, because it pays. Continuous advertising in the Express brings good results.

Toledo Express Co.,
Toledo, Ohio.

The Circulation Thermometer

Following are the newsstand sales of the Philadelphia morning dailies as compiled by **THE INQUIRER** and verified by **THE GERMAN GAZETTE**, Oct. 15, 1902:

Inquirer,	17,453
Record,	14,667
North American, . . .	10,184
GERMAN GAZETTE, . . .	5,785
Public Ledger,	5,444
Press,	4,829
German Demokrat, . . .	2,163
German Tageblatt, . .	1,017

RIPANS

RIPAN'S Tabules
Doctors find
A good prescription
For mankind

The 3-cent packet is enough for usual occasions. The family bottle (80 cents) contains a supply for a year. All druggists sell them.

SALT LAKE CITY

is the great industrial, commercial, mining and agricultural center of Utah. Millions of dollars go in and out of the city's banks every year.

THE SALT LAKE TELEGRAM

reaches this money-getting and money-spending community, as well as many in Idaho and Nevada. Not less than

20,000 Readers

Look over the pages of the TELEGRAM every day.

For rates, sample copies, etc.,

E. T. PERRY,
150 Nassau St., New York.

HORACE M. FORD,
112 Dearborn St., Chicago.

*Advertisers
reach out con-
stantly for more
Business*



**ATTRACTIVELY
PRINTED**

*Booklets
Folders
Circulars*

are now a very important part of advertising. They secure, first, attention; then a hearing; may be preservation, while the ordinary kind receive a prompt toss to the waste basket.

Attractive ads are noticed above all others in newspapers and magazines. Space is expensive, hence striking display within a limited space becomes a pertinent proposition.

We write and print booklets, folders and circulars of the highest advertising character. We write and put in type advertisements for all purposes, finish electros therefrom, and warrant a maximum display and just the right story in a minimum of space. Send for a sample of our

Large Postal Card
for advertising purposes.

**PRINTERS' INK
PRESS**

10 Spruce St., New York

MONTREAL LA PRESSE

There are other papers in Canada, but LA PRESSE overshadows them all as a powerful business bringer.

—*Printers' Ink.*

The advertiser who leaves out the French population of the Province of Quebec leaves out 80 per cent of the most thrifty, well-to-do and responsible citizens.—*Profitable Advertising.*

CIRCULATION

Over **75,000** Daily

Sworn to. Proved. Books Open.

Guaranteed by the Association of American Advertisers of New York and Chicago. A condition of every advertising contract.

Largest Circulation in Canada

French or English. Without Exception.

Exceeds circulation of next largest English daily by over 20,000 a day.

Exceeds circulation of next largest French daily by over 50,000 a day.

In Montreal exceeds by at least 25,000 a day the circulation of any French daily.

No representatives in the United States. Write direct.

AGENCIES:

PARIS, FRANCE,

31 RUE TRONCHET.

LONDON, ENGLAND,

11 CHARING CROSS ROAD.

TORONTO, ONT.,

72 KING ST., WEST

QUEBEC, QUE.,

124½ RUE ST. JOSEPH.

110 CLASSIFIED ADVERTISEMENT AGENCIES.

Unless all the greatest advertisers in the United States have been regularly and persistently fooled for many years, THE ELLIS PAPERS must pay. Every month for years these papers have carried continuously all the large and representative mail order advertisers. These advertisers, ninety per cent of whom key their advertisements, would not continue to use these papers if they were not profitable.

These are THE ELLIS PAPERS that pay:

	Circulation	Rate per line
Metropolitan and Rural Home	500,000	\$3.00
The Paragon Monthly	400,000	1.50
The Home Monthly	400,000	1.50
The Gentlewoman	400,000	1.50
Park's Floral Magazine	350,000	1.25

For further information address

THE C. E. ELLIS COMPANY

713-718 Temple Court Building,
NEW YORK.

CHICAGO OFFICE:
112 Dearborn St.

Doffed their hats to Jonson

Office of THE DEMOCRAT,
Waukon, Iowa.

PRINTERS INK JONSON,
New York.

Dear Sir: We have mailed you a copy of our holiday edition for your inspection. When we completed the printing of it, the office force of the Democrat took off their hats to Printers Ink Jonson and his wares. We were somewhat late with the edition and decided to omit cleaning up rollers, etc., for the run.

Further than that, the fountain contained the dregs of a 50-lb. keg of your news ink and we had the nerve to print the edition with its fine half-tones with that ink. The bright, clear and perfect paper we turned out was marvelous, and this is why we all doffed our hats. Yours truly,

EDGAR F. MEDARY, Ed. and Pub.

My news ink is guaranteed to be the best news ink that money can buy, and is sold as follows:

500-lb. barrels	@ 4c	—\$20.00
250-lb. kegs	. @ 4½c	— 11.25
150-lb. kegs	. @ 5c	— 5.00
50-lb. kegs	. @ 5½c	— 2.75
25-lb. kegs	. @ 6c	— 1.50

My terms are f.o.b. New York, and cash must accompany each order. When the ink is not found as represented I cheerfully refund the money along with the transportation charges.

Send for my price list of job inks.

Address

Printers Ink Jonson
17 Spruce St., New York

The Philadelphia INQUIRER

stands highest of all in its own city in point of advertising, and is only

fourth among all the newspapers in the country.

The figures printed below are in almost every instance furnished by the newspapers themselves and can therefore be accepted as correct.

For the purpose of this comparison the total number of lines of advertising printed during the month of November in each of the ten newspapers standing highest in the country are printed herewith:

	LINES
Herald, New York,	812,142
World, New York,	762,600
Tribune, Chicago,	718,905
INQUIRER, Philadelphia, . . .	711,300
Eagle, Brooklyn,	643,528
Post-Dispatch, St. Louis,	634,787
*News, Chicago,	630,228
*Star, Washington,	623,514
Record, Philadelphia,	500,100
Globe, Boston,	581,790

*No Sunday issues.

This shows that the wise advertisers know the value of The Inquirer as an advertising medium. What others have accomplished through the columns of The Inquirer, you can do yourself. Try it.

Address for advertising rates :
THE PHILADELPHIA INQUIRER
 1109 Market St., Philadelphia, Pa.